

## Media Policy

Our company recognizes the importance of effective communication and transparency in our operations. The purpose of this Media Policy is to provide guidelines for interacting with the media to ensure consistent messaging, protect sensitive information, and uphold the reputation of the company. This policy applies to all employees, contractors, and representatives who engage with the media on behalf of the company.

1. Only designated company spokespersons are authorized to speak on behalf of us to the media. These individuals are trained in media relations and are responsible for ensuring accurate and consistent messaging.
2. All media inquiries should be directed to the designated spokesperson or the Marketing/Communications department. Employees should not respond to media requests independently.
3. Promptly forward any media inquiries to the designated spokesperson or the appropriate department. Avoid providing unofficial or speculative comments to the media.
4. If approached by the media, employees should politely decline to comment and refer the inquiry to the designated spokesperson.
5. Do not disclose confidential or proprietary information to the media without proper authorization. Protect sensitive information, including financial data, strategic plans, and customer information.
6. In the event of a crisis or emergency, all media inquiries should be directed to the designated spokesperson.

All employees are expected to comply with this policy. Supervisors are responsible for enforcing the policy and addressing any violations. This Media Policy outlines the guidelines for engaging with the media to maintain consistency, protect sensitive information, and safeguard the reputation of our company. Adherence to these guidelines is essential for effective communication and transparency in our interactions with the media.

**Kayne Buik**

**Managing Director**

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Signed Date 24/05/2024.

**Densil Ugle**

**Managing Director**

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