
COMMUNICATION POLICY

AUGUST 2024

1.0 INTRODUCTION

It is imperative that all Home Afrika Limited (HAL) stakeholders appreciate the objectives behind the establishment of the real estate developer, its core values, vision, mission and the Pillars of Success that will ensure the realization of the company's strategic focus. HAL is an innovative and ground-breaking real estate brand, which presents exciting communication opportunities that can be used to build goodwill and support for the company's projects among the media and key stakeholders.

The company is the first real estate developer to list at the Nairobi Securities Exchange (NSE) under the Growth Enterprises Segment (GEMS). As urbanizing African cities grapple with the challenges caused by unplanned urbanization, the company stands to offer more than just reactionary solutions to a sharp and rising demand for accommodation; beyond this, it offers a model for planned urbanization, and for harnessing private sector resources for the development of urban infrastructure.

In order to fully leverage the appeal of the real estate developer's story, it will be essential to overcome a few communication challenges. It will be important to shift the narrative from that of past failures of mega developments which make it difficult for people to believe in the potential of success for such massive projects. This will involve building a narrative that reflects on the present urban realities in the country, and one that projects to a strong and positive future in the same vein as Vision 2030.

With the scarcity of such massive projects in the country, achieving this shift in mind-set has to be primed by significantly increasing the general level of knowledge about the HAL and its affiliates so that people can internalize the concept and then use it as a reference point for imagining Kenya's urban future.

HAL has had to navigate complex and extensive regulatory processes involving multiple decision-makers, at both institutional and individual levels. In this respect, the challenge will be using communication to raise the level of awareness and knowledge and build goodwill among these regulators to ensure that the process runs smoothly and without major complications.

This policy will ensure the management team, in liaison with other departments, will continue disseminating information on the organisation's corporate strategic goals and objectives to all interest groups with the aim of creating awareness on all new developments within the organization.

In order to ensure the successful implementation of the Communications Policy, both the internal and external publics' need to be cognizant that the use of digital platforms has become pivotal drivers of communication. This is in recognition of the changing times where it is imperative to be up-to-date with technology in order to be successful in the competitive business environment.

PRINCIPLES OF COMMUNICATION

The Company will uphold Key Principles of Communication as follows:

i. Integrity:

We recognize that our social, economic and environmental responsibilities to our stakeholders are integral to our operations. We aim to demonstrate these responsibilities through our actions and within our Corporate Policies.

ii. Consistency:

We recognize that we must integrate our Core Values and operations to meet the expectations of our internal and external stakeholders.

iii. Clarity:

We shall be transparent and honest in communicating our strategies, targets, performance and governance to our stakeholders in our continual commitment to sustainable development.

iv. Timeliness:

We shall respond to inquiries and requests for information in a timely manner.

INTERNAL COMMUNICATION

The main goal of the company's internal communication is to support the organisation in achieving the overall goals described in the company's mandate, mission and strategy. Internal communication will strengthen the organisational culture and feeling of commitment among the staff. Mutual information sharing is an important principle to ensure efficient internal communication. Members of staff act as a multiplier in reaching other stakeholders.

Communication objectives

- To foster effective communication among employees.
- To open up communication channels that will facilitate two-way, that is, both up-down, and lateral communication.
- To promote teamwork among employees both within and between departments.
- To ensure that internal communications at HAL are well coordinated, effectively managed and responsive to the information needs of management and staff.
- Provide clear, regular and timely communication to management and staff and invite feedback on strategic priorities and issues.
- Articulate that all communication by all members of staff should reflect the values of HAL.

Internal Communication Guidelines

Various key guidelines must be adhered to when conducting internal communication:

- All internal communication is guided by HAL's vision and mission, core values and brand.

- Clear, concise, accurate and timely communication is a strategic necessity.
- All internal communication by Management and staff must adhere to additional policy requirements of HAL, such as applicable legislation.
- All internal communication should clearly identify the author or source of the message.
- HAL champions two-way communication by providing regular opportunities for feedback.
- Communication between managers and staff reporting to them directly is critical and information should be shared in a timely manner.

Internal Communication Methods

1. **HAL Monthly/Bi-Monthly Updates;** it should communicate news and other developments in the organization and encourage employees to give feedback. Employees should have a sense of ownership of the publication.
2. **Website & Social Media platforms** – The website and social media platforms should be regularly updated with current, relevant information for employees with a dedicated section for announcing new developments at the company.
3. **Email** – This should be effective so that information can be disseminated effectively both internally and externally.
4. **Meetings** - Meetings will be used for both internal and external communication. This will enable the Company to keep up to date, discuss ideas, solve problems make collective decisions and evaluate the performance of the Company for improvement.

Facilitators

- Managers are responsible for championing internal communication policy, processes and procedures and incorporation communication planning in their team's work plans.
- Communication is a shared responsibility involving all staff and management. Both are accountable for information dissemination and interpretation.
- Human Resource Department
- The Managing Director

EXTERNAL COMMUNICATION

External Communication is the exchange of information between the Company and its external stakeholders as the first step in creating a positive image. It shall use various channels illustrated in this policy and the

Stakeholders Engagement Policy such as the media, meetings, stakeholder engagement and online communications among others.

The Company will segment audiences as per their needs so as to choose appropriate channels and messaging to ensure objectives of the communication is achieved.

External Communication Methods

1. **Company Website-** The website is the central platform for all information that HAL releases. It is user/reader-friendly and accessible to all audiences and clearly communicates HAL's mandate, activities and achievements.
2. **Social Media-** The Company will also use its official Social Media channels i.e., Facebook, Twitter YouTube, LinkedIn and Instagram to communicate information meant for the public such as project briefs.
3. **Media-** The Company will prepare, assemble and distribute, news releases and press statements to the media with the approval of the Board. This is intended to present a positive image of the Company among its stakeholders, clarify facts and demystify misconceptions.
4. **Email** – This should be effective so that information can be disseminated effectively both internally and externally.
5. **Official letters-** they will serve as a formal method of communication between the Company and its stakeholders.
6. **Phone calls-** they will be used for timely responses.

LANGUAGE

The Company shall use English in all its formal communication. It will use English, Kiswahili and local dialects or translation during stakeholder meetings depending on the audience. Sign language will also be used where we have audiences in need of the same.

CONFIDENTIAL INFORMATION

The Company's confidential information should be treated with utmost confidentiality. Access to confidential information is restricted to authorized persons who should be aware of their confidentiality obligations.

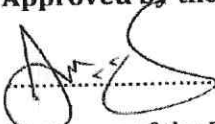
MONITORING AND EVALUATION

The Company will review its activities to determine whether plans are being carried out as designed; while also evaluating the systematic periodic assessment to determine the effectiveness, relevance, impact and cost effectiveness of the policy.

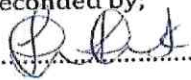
REVIEW

This policy shall be reviewed every three years as and when required.

Approved by the Board of Directors on the 31st Day of AUGUST.....2024


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Chairman of the Board

31st AUGUST 2024
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Date

Seconded by;

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Director

31st AUGUST 2024
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Date