

	CORPORATE POLICIES GUIDELINES ON PLACEMENT OF ADVERTISEMENT	EFFECTIVITY DATE April 1, 2025
		AMENDMENT Ver. 1, Rev. 0
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1. OBJECTIVE

- 1.1. To provide guidelines to address instances where publications/magazines give out awards to companies and/or company executives to solicit ad placements from the nominated companies.
 - 1.1.1. The advertisements will appear in the awards issue of the publication, and the solicitation will take place prior to the release of the awards results.
 - 1.1.2. This creates a corporate governance issue because the company that agrees to place advertisements in the publication may be perceived as influencing the award through the payment for the advertisement.

2. SCOPE

- 2.1. This policy covers all officers and employees involved in placing of Company advertisements with publications/magazines offering nominations for awards.

3. POLICY

- 3.1. Company advertisements should not be placed in publications that solicit for such ad placements in an awards event where the Company or Company Executive is one of the nominees vying for the award/s. Placement may be done only after the release of the official results of the awards conducted by the publication.

4. GUIDELINES

- 4.1. The Company prohibits the placement of advertisements in publications that solicit for such ad placement prior to the release of the official results of the awarding process conducted by the publication and where the Company or a Company executive is one of the nominees vying for the award/s.
- 4.2. As part of its overall marketing strategy, the Company may consider placing advertisements in such publications but only after the release of the results of the awarding process and where it will not create reasonable doubt that such ad placement influenced in any way an award given to the Company or a Company executive.

For questions and/or clarifications, please email us at hcmd@pacificonline.com.ph