

Sponsoring policy

Version 1.1 | Effective date: 23 May 2024

1. Purpose

This policy establishes a set of principles to ensure that WEC Lines sponsorships are effective, appropriate, and support our values. The purpose of this policy is to help preserve and enhance our reputation, while giving back to the community as part of our core identity. It is key for every employee to understand and respect our sponsorship principles.

2. Scope

This policy applies to all WEC Lines employees, including our subsidiaries and agents worldwide.

3. Principles

Sponsorships offer us the opportunity to engage our clients with our brand, and to build sustainable relationships with the communities in which we are active, based on clear commercial objectives. We also encourage our employees to participate in social activities.

The WEC Lines' sponsorship policy is based on three pillars that support our personal, open, and problem-solving approach, namely: **Environment, Education & Emotion**.

A. Protect the natural environment & ocean

We value projects that aid in protecting the health and well-being of the environment and natural resource base on which we, our customers, and local communities depend.

B. Support education & training

We value projects that promote education and knowledge building, which are vital instruments to promote livelihoods and the potential for long-term success in society. Priority will be given to areas aligned with our industry such as shipping & transport, and

educational programmes that promote the English language, or a sustainable way of working.

C. Connect emotionally with others

We value projects that aid in creating a deeper connection with our clients by sharing a common passion and promoting long-term brand loyalty while also increasing brand exposure & reach towards a diversified, and oftentimes large, audience.

Who we support

We support projects that involve reputable third-party organisations or non-government organisations and our key customers. We only consider donations for individuals in exceptional circumstances or when the individual is associated with a reputable third-party organisation.

Sponsorships are not a grant or donation. For sponsorships to be effective, we seek to establish close relationships with the partnering organization over a longer period, preferably between 2-5 years. Sponsorship applications must mutually benefit us and the partnering organization.

Examples are:

- a) Opportunity to reach targeted audiences and build relationships.
- b) Positive exposure consistent with our brand.
- c) Significant benefits that can be leveraged in marketing and business relationships.
- d) Demonstrated experience in delivering value to sponsors.
- e) National and global scope, within the geographical markets we are active, as opposed to only a single, local community investment.
- f) Potential for long-term, partnerships and/or relationships that allow us to connect to our target audiences and market our products and services.

Who we do not support

All our sponsorship decisions take our reputation and values into account. We do not support initiatives, projects, or groups that we believe do not match our values or live up to our company policies.

Examples are:

- a) Organizations that discriminate based on race, religion, colour, sex, national origin, age, marital status, mental or physical ability, sexual orientation, gender identity, or expression.
- b) Individual requests, such as personal scholarships or donations.
- c) Religious or political campaigns or organizations.
- d) Sports teams.

Sponsorship Application Process

Employees are not authorised to approve any sponsorship applications without first obtaining authorization from the Manager Marketing Communications and/or Managing Director. Sponsorship applications are evaluated on a quarterly basis and WEC Lines reserves the right to determine whether any project is ineligible.