

COMMUNICATION POLICY

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1 CONCEPTS

B3 recognizes that communication is essential to the sustainability of its business, its relationships with strategic stakeholders, the strength of its corporate and institutional image, its reputation, and the promotion of best practices.

According to Professor Margarida Kunsch:¹

“Institutional communication is intrinsically linked to the institutional corporate aspects that convey the public side of organizations, constructs a credible organizational personality, and aims above all to influence society politically and socially.”

The company’s communication rests on four pillars:

1.1. Institutional communication: relates to corporate aspects and aims to win trust by building an identity/image with credibility and societal influence, and making the company’s personality, value proposition and reputation widely understood.

1.2. Internal communication: serves to keep staff informed about the company and ensure they understand and internalize its organizational values. It stimulates behavior, shares information, and engages staff with the company’s initiatives and themes. Internal communication also aims to make sure all public statements and documents are timely and transparent. It is human. It integrates, informs, motivates, valorizes, creates a sense of belonging, promotes inclusion, and enables people to interact. It places channels for speaking and listening at the disposal of its audience.

1.3. Press: Press relations are based on strategies and relationship actions designed to strengthen the company’s credibility and to position it

¹ KUNSCH, Margarida. *Planejamento de Relações Públicas na Comunicação Integrada*. São Paulo: Summus Editorial, 2003, p. 149.

strategically by furnishing information of interest through spokespersons, with transparency, rapidity and consistency.

1.4. Owned and earned media: In line with its brand strategy, the company uses its own communication channels (owned media) and the social media (earned media) to publicize topics of interest, disseminate strategic positionings, and burnish its reputation.

2 PURPOSE

The purpose of this policy is to promote, coordinate and standardize the company's institutional and internal communication, its press relations, and the use of its own communication channels and social media. It thereby aims to guarantee the consistency of the company's organizational culture and value proposition in the minds of target audiences, using different communication tools and acting in an integrated manner in line with the company's strategy.

3 SCOPE

This policy applies to the management, staff and interns of B3 S.A. – Brasil, Bolsa, Balcão and its subsidiaries and affiliates in Brazil and abroad (Company).

4 REFERENCES

- Code of Conduct
- Press Relations Rules (internal information, available only in Portuguese)

5 GUIDELINES

The Department of Press, Sustainability, Communication & Social Investment must strengthen and preserve the Company's reputation and credibility in the minds of its stakeholders, ensuring that it presents itself uniformly to the market and society in accordance with its culture and value proposition. To this end it must follow a communication strategy based on the principles described below.

- **Unity of message**

Our communication must be underpinned by a single coherent institutional message that favors uniform and effective recognition of the Company by its stakeholders.

- **Information quality and clarity**

Our communication must ensure that the information conveyed to external and internal stakeholders is transparent, impartial, assertive and trustworthy.

- **Target audience recognition**

Our communication takes place at different levels and targets different audiences. For this reason we must ensure that the contents of every message are consistent, efficient, and suited to each of our target audiences:

- internal stakeholders: staff and interns;
- journalists and influencers;
- society in general;
- shareholders and analysts;
- government officials;
- market entities;
- regulators.

6 RESPONSIBILITIES

The Department of Press, Sustainability, Communication & Social Investment is responsible for:

- defining strategy and managing institutional and internal communication, owned channels, and press relations;

- disseminating key messages aligned with the company's strategy to broaden the reach of this information and knowledge of it by target audiences;
- meeting demand for institutional information and ensuring that the messages, languages and communication channels used are suitable for the different stakeholders targeted;
- managing the company's reputation, in collaboration with other departments;
- producing institutional positionings;
- promoting integration of actions and rationalization of resources for the communication plans of the company's departments;
- managing events and the use of internal institutional spaces;
- organizing and harmonizing the visual identity of communication in accordance with the brand guidelines;
- managing institutional prizes and sponsorships;
- managing institutional surveys;
- managing institutional mailings.

7 CONTROL INFORMATION

The above provisions apply immediately to all internal and external normative documents whose drafting or review begins following publication of this policy.

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Areas responsible for this document:

Responsible for:	Area
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