

POLICY ON RESPONSIBLE ADVOCACY
OF
CITY UNION BANK LIMITED
(Approved on 26.06.2023)

Introduction:

City Union Bank (CUB) recognizes the importance of public advocacy in influencing decision-making processes and driving positive change that aligns with an organization's mission and values. Public advocacy serves as a powerful tool to enhance visibility, credibility, and engagement with various authorities such as government agencies, non-governmental organizations, and other relevant entities. Guided by the principles of commitment, integrity, transparency, and the need to balance the interests of diverse stakeholders, CUB firmly believes in representing and engaging with authorities on matters pertaining to the Industry in which it operates.

Purpose:

The purpose of the Public Advocacy Policy of City Union Bank (CUB) is as follows:

- To ensure that advocacy efforts are in complete alignment with the values, mission, and goals of the Bank.
- To establish ethical and legal guidelines for employees engaged in advocacy, including the avoidance of conflicts of interest and the representation of the Bank's values.

Our Guiding Principles:

The Public Advocacy Policy of City Union Bank (CUB) outlines the following critical and necessary guidelines for all employees to adhere to:

- **Compliance Systems and Processes:** City Union Bank Limited has established robust systems and processes to ensure strict compliance with the policy. Additionally, grievance redressal mechanisms are in place to address any instances of non-compliance effectively.
- **Adherence to Applicable Laws:** Any advocacy activity must fully comply with all relevant and applicable laws to the Bank.
- **Ethical Conduct:** Uphold ethical standards and demonstrate integrity, honesty, and transparency in all endeavors.
- **Engagement with Public Officials:** When engaging with public officials, clearly identify yourself and specify your role within our Bank.
- **Accuracy and Transparency:** Ensure the information presented is correct, accurate, and based on factual evidence. When sharing opinions rather than factual information, maintain transparency about their nature.
- **Leadership and Compliance:** Functional Heads should foster an environment of openness and trust, encourage discussions and provide a platform for employees to express their concerns.
- **Monitoring and Evaluation:** The Bank's legal department is entrusted with monitoring and evaluating the effectiveness of advocacy activities, as well as ensuring compliance with this policy.
