

Corporate Communication Policy – Key Elements

This policy establishes guidelines for:

- Branding, publicity, and communication activities both within and outside MCB Islamic Bank.
- Communication related to products, services, and marketing to external audiences.
- Engagement with external media (press, TV channels) and handling Public Relations.
- Communication through Social Media channels.
- Crisis Communication management to protect the Bank's reputation.

The policy aims to:

- Ensure timely, transparent, and consistent communication to all stakeholders.
- Maintain clarity, coherence, and professionalism in both internal and external communication.
- Protect the confidentiality and integrity of the Bank's sensitive information.