


CORPORATE SOCIAL MEDIA POLICY

Approved by BOD

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Revised

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1. INTRODUCTION


Communication is often referred to as the lifeblood of a business, given the high value it holds. It plays an integral role in helping build a powerful relationship with customers. Social Media has become one of the most proficient social needs in daily life of both personal and business communication. The rise of social media has changed the world's perspective on communication and will continue to dominate business communications. AYA Bank PCL, as one of the leading banks in Myanmar, is adapting the changes in communication to remain competitive in the marketplace.

2. OBJECTIVE

Well-recognizing the vital importance of keeping abreast with digital communication, AYA Bank PLC committed to ensure participation in social media communication in the right way. The Bank's Senior Management determined to provide a detailed set of guidelines for employees using social media will aid protecting their personal safety, information security for both personally and professionally as well as the Bank's reputation".

3. POLICY STATEMENT

This policy is intended to outline how the Bank's employees behave appropriately on the social media platforms and guide their engagement personally and professionally as well as engaging on behalf of the Bank. The employees are required to observe the internal guidelines stipulated by the Bank when using various social media platforms, the circumstances in which their use of social media will be monitored and the action the Bank will take in respect of breaches of this policy. This policy supplements our AYA Bank's Employee Handbook, Code of Conduct and Communication Policy. This policy does not form part of any contract of employment, but it covers all individuals working at all levels and grades in the Bank, including Board of Directors, Senior Management, Permanent Employees, Consultants, Contractors, Trainees, Part-time workers and Fixed-term contract employees, Casual and Agency staff, and Volunteers/Interns (collectively referred to as employees in this policy).

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4. SCOPE OF POLICY

All employees are expected to always comply with this policy to protect the privacy, confidentiality, and interests of AYA Bank PCL and its services, employees, partners, customers, and competitors. Breach of this policy may be dealt with under our Employee Disciplinary Procedure and, in serious cases, will be treated as gross misconduct leading to summary dismissal and or relevant disciplinary actions.


5. GUIDING PRINCIPLES

It is important that employees understand the difference between making representations on social media platforms on the Bank's behalf and personal use. Employees are advised and adhere to the principle that apply to both corporate and personal use of social media platforms.

6. COMPLIANCE FOR USING SOCIAL MEDIA SITES IN AYA BANK'S NAME

Employees who are assigned and/or responsible for representing the Bank on social media are required to uphold the reputation, brand, and image of the Bank's as well as its core values. Subsequently, AYA Bank expects all employees to be professional, to be fair, polite and embrace pluralism whenever engaging with any of the Bank's stakeholders (that includes partners, customers, suppliers, vendors, employees etc.).

- Only Bank's authorized officials are permitted to post material on a social media platform and the website on behalf and in the name of the Bank. Any breach of this restriction will amount to gross misconduct.
- Avoid speaking on and/or posting about any subject outside of the Bank's expertise.
- Avoid posting and/or sharing offensive, discriminatory, and/or false information.
- Respond to all public and customers' comments / queries in professional and a timely manner.
- Adhere to the Bank's confidentiality agreement and anti-discriminatory policy.


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- If you are in any doubt as to what you can and cannot say using social media, you are suggested to contact the Head of Corporate Affairs.
- Before using work-related social media, every employee must have read and understood this policy and other relevant policies of AYA Bank and have sought and gained prior written approval to do so from respective senior management.

7. COMPLIANCE FOR USING PERSONAL SOCIAL MEDIA

Using personal social media is restricted during office hours. Activity on social media during office hours should complement and/or support your role and should be used in moderation with the consent of Head of Department or Division Head. The following guidelines are to be observed even using personal social media accounts.

- In order to grow the Bank's networks, employees are allowed to share Bank's news, events, stories, and promotions on social media. The practice, known as employee advocacy, is taking on more importance as social media power grows. Employees should be able to distinguish between opinion and professional responsibility. Employees are suggested to provide a disclaimer to their social media accounts stating that their thoughts are their own. Employees should be mindful of the impact of the contribution might make to people's perceptions of AYA as a bank.
- AYA employees are strictly not to publish or otherwise disclose any data or information which are commercially sensitive, anti-competitive, private, or confidential information either electronically or otherwise. If you are unsure whether the information you wish to share falls within one of these categories, you should discuss it with your reporting HOD or Head of Corporate Affairs. Reminded not to respond to any competitor or other person posting negative reviews or comments about the Bank. All employees are personally responsible for contents you publish on social media platforms since it will be public for many years.
- Avoid sharing intellectual property related contents like trademarks on a personal account without approval.

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- Any member of employees who feels that they have been harassed or bullied or are offended by material posted or uploaded by a colleague onto a social media platform should report to HODs via reporting Manager or to the People Department.

Employees shall report to Management if he/she notices any content posted on social media about Bank (whether complimentary or critical).

8. MONITORING USE OF SOCIAL MEDIA PLATFORMS

AYA Bank PCL has the right to restrict or prevent access to certain social media websites if personal use is excessive. Monitoring is only carried out to the extent permitted or as required by law and as necessary and justifiable for business purposes. Where evidence of misuse is found, more detailed investigation will be undertaken in accordance with Bank's Disciplinary Procedure, involving the examination and disclosure of monitoring records to those nominated to undertake the investigation and any witnesses or managers involved in the investigation.

9. DISCIPLINARY ACTION

Management shall take disciplinary action leading up to and including termination if employees fail to follow this policy. Non-conformity with social media Policy includes following but not limited to disregarding job responsibilities and deadlines to use social media at work, disclosing confidential information through personal or corporate accounts, directing offensive comments towards other members of the online community.

10. CONCLUSION

Social Media Policy of the AYA Bank PCL stated in this document covers the aspects of corporate and personal use of social media sites in possible situations to a certain extent. The Corporate Affairs Department shall be responsible for reviewing this policy every year and revising, as necessary. It shall be effective on the date approved by the Board of Directors.