

CFA Society Sweden Media Communications Policy

Adopted by the Board 25 August 2015

Purpose

This policy exists to assure that information disclosed by CFA Society Sweden is timely, accurate, comprehensive, authoritative and relevant not only to all aspects of CFA Society Sweden, but also to CFA Institute. Adherence to this policy is intended to provide an effective and efficient framework to facilitate the timely dissemination of information.

Scope

The policy covers all external news media including broadcast, electronic, print as well as social media.

Designation of Spokesperson

The Executive Committee (EC) is the principal media contact and jointly designates a Spokesperson on each occasion. The EC has a comprehensive overview of present and passed CFA business and weighs each media inquiry to determine the best way to provide information in relationship with other information that may not yet be public. The Executive Committee will convey the official CFA Society Sweden position on issues of significance or situations that are particularly controversial or sensitive in nature.

Depending on the situation, an external individual may be asked to be a spokesperson on a particular issue due to their knowledge, experience and expertise. The EC will work with that designated spokesperson to prepare him/her for the media interview as needed. Preparation may include developing talking points as well as counseling, training and practicing for the interview.

Exception

Comments and replies to official Consultation Papers shall be processed by the Executive Committee and the Remittance Chair jointly, but always put forward to the Board for a final decision.

GUIDELINES FOR SEEKING MEDIA COVERAGE

In circumstances in which you believe you have a positive news story to share with the public, contact the EC. Do not call a reporter directly without first consulting the EC.

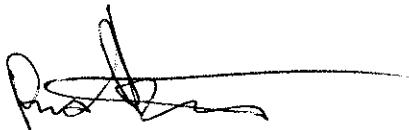
The EC will work with you to gather information and determine if and how the news media should be contacted. Similar measures used by editors and reporters will be considered to determine if your story is newsworthy.

GUIDELINES FOR TALKING WITH MEDIA

- Refer all calls from media to a member of the Executive Committee. Please do not say you are not allowed to talk to a reporter or have to get permission to do so. Instead, tell the reporter: "CFA Sweden's policy is to refer all media inquiries to our Executive Committee. You can reach them at (name and telephone numbers)."
- Whenever taking a call from the media, the same courtesy and professionalism in which we approach clients should be displayed toward the media. Please act quickly when approached by

the media to ensure that the reporter's deadline is met. This is important because the way this call is handled may be the reporter's first impression of CFA Sweden and that this first impression may end up in the story published or the news segment broadcast. In order to promote our image it is important to respond quickly, courteously and professionally to all media calls.

- Please remember to contact the EC if and when the media has approached you. Even though you have referred the media, the EC may need your help to prepare a response.
- Do not let a reporter compel you to answer questions on the spot. It is always beneficial to prepare in advance in order to provide accurate and relevant information.

A handwritten signature in black ink, appearing to read 'Peder Du Rietz', with a long horizontal line extending to the right.

Peder Du Rietz
CFA Society Sweden