Communications Policy

Purpose and Scope

Mitie is a publicly listed company with a highly visible brand and a large high-profile customer base across the United Kingdom. We therefore attract a significant amount of interest from the media and politicians.

The media, across all social, print, digital and broadcast platforms, is read by our customers, our colleagues, our investors, our competitors, government and other stakeholders. Both positive and negative comment on our business directly impacts our relationships with this diverse group of interested parties.

As a prominent British business and large employer, Mitie also engages with politicians, including Members of Parliament and Ministers on key topics which are important to the organisation.

The Corporate Affairs team manages all interactions with the media and politicians (whether in government or opposition). This document provides specific guidance which is designed to protect, manage and enhance our reputation and it is critical that Mitie engages with all forms of media in a considered, ordered and consistent way.

The following policy applies to Mitie and all of Mitie's acquired businesses.

Protocol – Mitie External Communications

- All media communications or political engagements concerning any aspect of Mitie including our operations, our performance, our customers and our colleagues must be conducted through Mitie's Corporate Affairs team.
- As representatives of the Mitie business, Mitie colleagues should first speak to the Corporate Affairs team if they wish to engage with journalists or politicians in a personal capacity (irrespective of whether the proposed engagement relates to Mitie or not).
- Executives and colleagues should not provide comment, formally or informally, on or off the record, on any company activity without first speaking to the Corporate Affairs team.
- All incoming calls or enquiries from journalists should be sent to press.office@mitie.com / 0808 500 1635. Simply direct the caller / email sender to the press office, or take their details – name, publication, telephone number / email address, what their query is regarding and their deadline for comments / feedback – and forward them to press.office@mitie.com.
- All incoming calls or enquiries from politicians, should be sent to government.relations@mitie.com / 0808 500 1635.
- All proactive communications, such as press releases, quotes for publication, by-lined articles interviews, political meetings or broadcast appearances must be prepared in conjunction with, and approved through the Corporate Affairs team.
- Approved Mitie spokespeople are outlined below:
    - Phil Bentley – Group CEO;
    - Claire Lovegrove – Director of Corporate Affairs;
    - Members of the MGX;
    - Those members of senior management who have had media training, and have agreed specific areas on which they may comment with the Corporate Affairs team;
    - Other colleagues who are considered 'expert' spokespeople may also speak on behalf of Mitie but only with the express permission of, and in conjunction with, the Corporate Affairs team.

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- No other Mitie colleagues are permitted to talk to the media or pursue political engagement, without prior approval from the Director of Corporate Affairs.

Social Media Policy

Protocol – Social Media and Websites

- All activity on social and digital media concerning any aspect of Mitie including our operations, our performance, our customers and our colleagues must be done in collaboration with Group Marketing/Corporate Affairs.
- Unless prior agreement has been given by Group Marketing/Corporate Affairs, personal social media and other digital platforms may not be used represent Mitie's viewpoints or activities:
    - This PROHIBITS responding to any negative comments about Mitie – if you do see any negative comments, please email Group Marketing at SocialMedia.Group@mitie.com and the team will investigate further and respond if appropriate.
    - This DOES NOT PROHIBIT engaging with content from Mitie's official social media channels – in fact for this content, we encourage you to Share/Re-post, Like and add positive comments.
- No Mitie 'Groups', 'Communities' or 'Chat forums' may be created without approval of Group Marketing/Corporate Affairs.
- Colleagues are not permitted to open Mitie-branded social media accounts or use the Mitie name or logo within social media profiles. For example, an X handle titled "@MitieJoe" is not permitted.
- All Mitie social and digital marketing activity should be executed in consultation with Group Marketing.
- No Mitie websites or Mitie-branded websites may be created without approval from Group Marketing.
- Do not share commercially sensitive or confidential information.
- Do not use social media to criticise Mitie, your colleagues, our suppliers or customers.
- Remember – anything can be shared on social media by screenshotting, so please be mindful about other forms of digital communication that could be captured and shared online.
- Please report any social media issues to Group Marketing at SocialMedia.Group@mitie.com.
- If a journalist approaches you on social media, such as LinkedIn or Facebook, please direct them to press.office@mitie.com.

Responsibilities

- The CEO is responsible for:
    - Reviewing, endorsing and achieving this policy's aims.

- The Chief Marketing Officer and Director of Corporate Affairs are responsible for:
    - Administering this policy on behalf of the CEO; and
    - Developing and rolling out the supporting strategies.

- The Corporate Affairs and Group Marketing teams are responsible for:
    - Supporting the implementation of the policy.

- Divisional/Business Managing Directors are responsible for:
    - Ensuring that this policy and supporting strategies and procedures are distributed, implemented and complied with; and
    - Leading by example in protecting the Mitie brand and communicating effectively.

- Managers are responsible for:
    - Implementing and enforcing the processes and procedures;
    - Ensuring that their people are aware of their responsibilities and receive appropriate training; and
    - Addressing any inappropriate behaviour.

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- Colleagues are responsible for:
  - Carrying out their work in line with this policy and associated procedures;
  - Challenging any behaviour that falls short of the expectations of this policy; and
  - Identifying any breaches of this policy and reporting them to their line manager.

- What will successful implementation of this policy achieve?
  - Consistent reporting resulting in improved stakeholder confidence; and
  - Maintenance of brand standards.



Phil Bentley
Chief Executive Officer
Mitie Group plc

20 March 2025