



LLYC

COMMUNICATION POLICY

Shareholders, institutional investors and advisers on voting and the publication of economic-financial, non-financial and corporate information

Publication date: December 2021

Authorized by: Board of Directors

Title: Communication Policy

Distribution: General

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INTRODUCTION

The **Board of Directors** of LLORENTE & CUENCA, S.A. (the "Company") is the body responsible for establishing and supervising suitable mechanisms on communication and relations with shareholders, guaranteeing equal treatment among them, along with institutional investors, advisers on voting and the market in general, and with the supervision, at the highest level, of the information provided to them.

PURPOSE

The purpose of this policy is to establish the framework for action and to define the main principles that shall govern the Company's corporate communications, with particular reference to economic-financial, non-financial and corporate information through the Company's channels, with the aim of protecting and facilitating the exercise of the rights and interests of shareholders, investors and other stakeholders, within the defense of the corporate interest and for the purpose of avoiding situations of privilege and market abuse.

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BASIS PRINCIPLES

Communications by the Company shall be effected in line with the following basic principles:

- Transparency, truthfulness, immediacy, relevance, consistency, equality and symmetry in the provision of economic-financial, non-financial and corporate information, both mandatory and voluntary.
- Protection of the legitimate rights and interests of all shareholders, equal treatment in the recognition and exercise of the rights of all those in the same position and that are not affected by a conflict of interests.
- The promotion of the involvement of shareholders and investors in the Company, particularly providing access to information on the exercise of their rights as shareholders.
- The use and establishment of channels and tools that promote effective communication between the Company and the market, investors and other stakeholders, generating knowledge, collaboration and trustworthy relations with the recipients thereof.

COMMUNICATION CHANNELS

BME GROWTH

The website of BME Growth constitutes the communication channel of official corporate information to its shareholders, investors and the market in general. Through this website, the Company shall publish and facilitate privileged information, as defined in the current rules on market abuse and in the Internal Regulation of Conduct of the Company, along with other important information that is mandatory or which the Company considers is necessary to publish.

CORPORATE WEBSITE

The corporate website www.llorenteycuenca.com constitutes the main medium for communication between the Company and its shareholders, institutional investors and the public in general. Through this medium, the Company shall immediately publish the information sent to the market in accordance with prevailing regulations, along with the corporate governance policies and all such additional information considered appropriate for publication, due to its usefulness to shareholders, investors and other stakeholders. All the documentation required by prevailing regulations shall also be published on the corporate website in relation to the calling and holding of general shareholders' meetings. The publication on the corporate website of the information indicated shall be made available to them and to the public in general during the period legally provided to that end.

COMMUNICATION OF RESULTS

The Company shall organize an audio-visual presentation aimed at investors and analysts, prepared by senior executives of the Company, to explain the periodic results of the Company and to enable a channel to attend to such queries as may be raised by them.

These presentations are notified as Other Significant Information to BME Growth prior to holding such meetings and shall be included on the corporate website.

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GENERAL SHAREHOLDERS' MEETINGS

The General Shareholders' Meeting constitutes the primary channel of shareholder participation in the governance of the Company. To this end, within the framework of holding the General Shareholders' Meeting, the Board of Directors shall encourage the informed and responsible participation of shareholders, facilitating the exercise of their rights, and shall adopt the opportune measures to ensure that the General Meeting effectively exercises the functions inherent thereto, all of which in line with prevailing legislation.

MEETINGS WITH SHAREHOLDERS AND INVESTORS

The Company shall organize, at least on a half-yearly basis, informative meetings with shareholders and institutional investors to present the main features of the Company's consolidated accounts and the evolution of its business to them, while attending to any requests to expand such information, unless this affects information of a confidential nature.

ESTOR RELATIONS DEPARTMENT

The Investor Relations Department is the communication channel open between the Company and its shareholders on a permanent basis, for the purpose of attending to their queries and requests for information as quickly as possible. To this end, the electronic mail address investors@llorenteycuenca.com is made available to them. This Department also constitutes the communication channel with advisers on voting so as to inform them and attend to their queries in relation to proposed resolutions formulated by the General Shareholders' Meeting as a result of their recommendations.

SOCIAL MEDIA

The Company, adapting to the latest technological trends, uses this channel to communicate with the market, maintaining a corporate profile on Twitter, Instagram, LinkedIn and YouTube. It provides all kinds of information related to the evolution of the

Company on the social media (among others, press releases, market events attended by LLYC, institutional events, news published in the media about the Company and news on trends and current affairs in the sectors in which the Company operates. The social media are also used as an alert mechanism to communicate the publication of results and the holding of the General Meeting.



MONITORING AND SUPERVISION OF THE POLICY

The Audit Committee is responsible for supervising compliance with the principles and rules contained in this policy and the communication strategy and relations with shareholders and investors, including small- and medium-sized shareholders, as well as for evaluating the processes regarding relations with different stakeholders, and for supervising compliance with the principles and guidelines related to the communication of economic-financial, non-financial and corporate information of the Company.

The Board of Directors shall be periodically notified of the main relations and contacts that the Company maintains with its shareholders, investors and other stakeholders, along with advisers on voting, in application of the provisions of this policy and of the controls and procedures implemented by the Company to ensure that the economic-financial, non-financial and corporate information that the Company makes public is complete, exact and opportune.



GLOBAL COMMUNICATION, DIGITAL MARKETING AND PUBLIC AFFAIRS CONSULTING

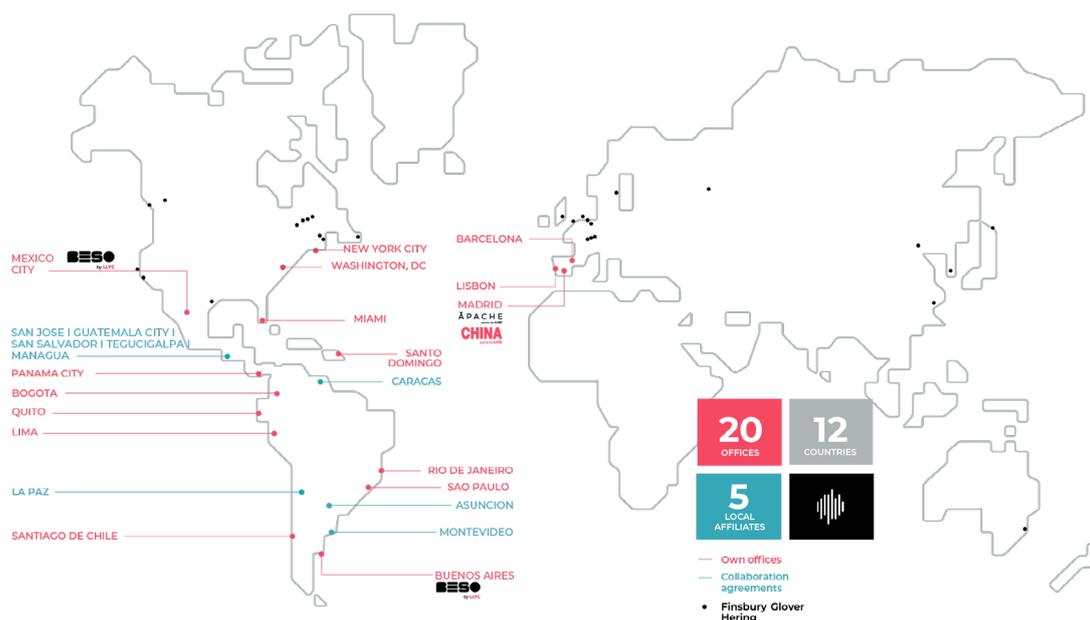
LLYC is a global communication, digital marketing and public affairs consultancy firm, which assists its clients in taking strategic decisions proactively, with the creativity, innovation and experience necessary, while minimizing the risks in their implementation, harnessing opportunities and always taking reputational impact into account. Against the current backdrop of disruption and uncertainty, LLYC helps its clients achieve their short-term business goals and set a roadmap, with a long-term perspective, to defend their social license to operate and enhance their prestige.

LLYC is listed on the Spanish secondary stock market BME Growth. At present, LLYC has 20 offices in Argentina, Brazil (São Paulo and Río de Janeiro), Colombia, Chile, Ecuador, Spain (Madrid

and Barcelona), the United States (Miami, New York and Washington, DC), Mexico, Panama, Peru, Portugal and the Dominican Republic. It also offers its services through affiliates in the rest of the markets in Latin America.

The two leading sector publications place LLYC among the most important communication companies in the world. It is ranked in 36th position globally according to PRWeek's Global Agency Business Report 2021 and 46th in the Global Ranking 2021, drawn up by PProvoke. LLYC has been chosen as the Best Communication Consultancy Firm in Europe 2021 at the PRWeek Global Awards and was recognized as the Communication Consultancy Firm of the Year in Latin America at the International Business Awards 2021.

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MANAGEMENT TEAM

José Antonio Llorente
Founding Partner and Chairman
jallorente@llorenteycuenca.com

Alejandro Romero
Partner and CEO Americas
aromero@llorenteycuenca.com

Adolfo Corujo
Partner and Chief Strategy and Innovation Officer
acorujo@llorenteycuenca.com

Luis Miguel Peña
Partner and Chief Talent Officer
lmpena@llorenteycuenca.com

Juan Carlos Gozzer
Partner and Regional Managing Director
jcgozzer@llorenteycuenca.com

Marta Guisasaola
Partner and Chief Financial Officer
mguisasaola@llorenteycuenca.com

Cristina Ysasi-Ysamendi
Corporate Director
cysasi@llorenteycuenca.com

Juan Pablo Ocaña
Director, Legal & Compliance
jpocana@llorenteycuenca.com

Daniel Fernández Trejo
Chief Technology Officer
dfernandez@llorenteycuenca.com

José Luis Di Girolamo
Partner and Global Controller
jldgirolamo@llorenteycuenca.com

Antonietta Mendoza de López
Vice President, Advocacy LatAm
amendoza@llorenteycuenca.com

SPAIN AND PORTUGAL

Luisa García
Partner and CEO
lgarcia@llorenteycuenca.com

Arturo Pinedo
Partner and Chief Client Officer
apinedo@llorenteycuenca.com

Barcelona

María Cura
Partner and Managing Director
mcura@llorenteycuenca.com

Óscar Iniesta
Partner and Senior Director
oiniesta@llorenteycuenca.com

Gina Rosell
Partner and Senior Director
grosell@llorenteycuenca.com

Muntaner, 240-242, 1^o-1^a
08021 Barcelona
Tel. +34 93 217 22 17

Madrid

Jorge López Zafrá
Partner and Managing Director
jlopez@llorenteycuenca.com

Joan Navarro
Partner and Vicepresident, Public Affairs
jnavarro@llorenteycuenca.com

Amalio Moratalla
Partner and Senior Director, Sport and Business Strategy
amoratalla@llorenteycuenca.com

Iván Pino
Partner and Senior Director Crisis and Risks
ipino@llorenteycuenca.com

David G. Natal
Partner and Senior Director, Engagement
dgonzalez@llorenteycuenca.com

Lagasca, 88 - planta 3
28001 Madrid
Tel. +34 91 563 77 22

Lisbon

Tiago Vidal
Partner and Managing Director
tvidal@llorenteycuenca.com

Avenida da Liberdade nº225, 5^o Esq.
1250-142 Lisboa
Tel. + 351 21 923 97 00



Jesús Moradillo
CEO
jesus@apachedigital.io

Luis Manuel Núñez
Managing Director U.S.
luis@apachedigital.io

David Martín
Managing Director LATAM
david@apachedigital.io

Arturo Soria 97A, Planta 1
28027 Madrid
Tel. +34 911 37 57 92



Marta Aguirrezabal
Founding Partner & Executive Director
marta.aguirrezabal@chinamadrid.com

Pedro Calderón
Founding Partner & Executive Director
pedro.calderon@chinamadrid.com

Rafa Antón
Founding Partner & Creative and Strategy Director
rafa.anton@chinamadrid.com

Velázquez, 94
28006 Madrid
Tel. +34 913 506 508

UNITED STATES

Alejandro Romero
Partner and CEO Americas
aromero@llorenteycuenca.com

Juan Felipe Muñoz
U.S. CEO
fmunoz@llorenteycuenca.com

Erich de la Fuente
Chairman
edelafuente@llorenteycuenca.com

Javier Marín
Senior Director, Healthcare Americas
jmarin@llorenteycuenca.com

Miami

Juan Felipe Muñoz
U.S. CEO
fmunoz@llorenteycuenca.com

600 Brickell Avenue
Suite 2125
Miami, FL 33131
Tel. +1 786 590 1000

New York City

Juan Felipe Muñoz
U.S. CEO
fmunoz@llorenteycuenca.com

3 Columbus Circle
9th Floor
New York, NY 10019
United States
Tel. +1 646 805 2000

NORTH REGION

Javier Rosado
Partner and Regional Managing Director
jrosado@llorenteycuenca.com

Mexico City

Mauricio Carrandi
Managing Director
mcarrandi@llorenteycuenca.com

Av. Paseo de la Reforma 412
Piso 14, Colonia Juárez
Alcaldía Cuauhtémoc
CP 06600, Ciudad de México
Tel. +52 55 5257 1084

Javier Marín
Senior Director, Healthcare Americas
jmarin@llorenteycuenca.com

Panama City

Manuel Domínguez
Managing Director
mdominguez@llorenteycuenca.com

Sortis Business Tower
Piso 9, Calle 57
Obarrio - Panamá
Tel. +507 206 5200

Santo Domingo

Iban Campo
Managing Director
icampo@llorenteycuenca.com

Av. Abraham Lincoln 1069
Torre Ejecutiva Sonora, planta 7
Suite 702
Tel. +1 809 6161975

San Jose

Pablo Duncan - Linch
Partner and Director
CLC Comunicación | Afiliada LLYC
pduncan@clcglobal.cr

Del Banco General 350 metros oeste
Trejos Montealegre, Escazú
San José
Tel. +506 228 93240



Federico Isuani
Co Founder
federico.isuani@beso.agency

José Beker
Co Founder
jose.beker@beso.agency

Av. Santa Fe 505, Piso 15,
Lomas de Santa Fe
CDMX 01219
Tel. +52 55 4000 8100

ANDEAN REGION

María Esteve
Partner and Regional Managing Director
mesteve@llorenteycuenca.com

Bogota

Marcela Arango
Managing Director
marango@llorenteycuenca.com

Av. Calle 82 # 9-65 Piso 4
Bogotá D.C. - Colombia
Tel. +57 1 7438000

Lima

Gonzalo Carranza
Partner and Managing Director
gcarranza@llorenteycuenca.com

Av. Andrés Reyes 420, piso 7
San Isidro
Tel. +51 1 2229491

Quito

Carlos Llanos
Partner and Managing Director
cllanos@llorenteycuenca.com

Avda. 12 de Octubre N24-528 y
Cordero - Edificio World Trade
Center - Torre B - piso 11
Tel. +593 2 2565820

SOUTH REGION

Mariano Vila
Partner and Regional Managing Director
mvila@llorenteycuenca.com

Sao Paulo

Thyago Mathias
Managing Director
tmathias@llorenteycuenca.com

Rua Oscar Freire, 379, Cj 111
Cerqueira César SP - 01426-001
Tel. +55 11 3060 3390

Rio de Janeiro

Thyago Mathias
Managing Director
tmathias@llorenteycuenca.com

Rua Almirante Barroso, 81
34^o andar, CEP 20031-916
Rio de Janeiro
Tel. +55 21 3797 6400

Buenos Aires

María Eugenia Vargas
Managing Director
mevargas@llorenteycuenca.com

Av. Corrientes 222, piso 8
C1043AAP
Tel. +54 11 5556 0700

Santiago de Chile

M^o Soledad Camus
Partner and CEO
scamus@llorenteycuenca.com

Marcos Sepúlveda
Managing Director
msepulveda@llorenteycuenca.com

Avda. Pdte. Kennedy 4.700 Piso 5,
Vitacura
Santiago
Tel. +56 22 207 32 00
Tel. +562 2 245 0924



Rodrigo Gorosterrazú
Creative General Director
rodrigo.gorosterrazu@beso.agency

El Salvador 5635, Buenos Aires
CP. 1414 BQE, Argentina

