

## **FRHC: Third-Party Press Release Guidelines**

Freedom Holding Corp. and its subsidiaries (the “Company”) welcomes its partners' press releases about joint projects, products, sponsorships, other forms of interaction, success stories, and technological achievements consistent with these guidelines.

To ensure effective communication and accuracy of the information disseminated, it is important to adhere to the established approval procedures. Any partner press release that mentions Freedom Holding Corp. and/or any of its subsidiaries must be approved in writing prior to release by Freedom Holding Corp.'s PR Department. For approval, all Press Releases should be sent to the official email address of the PR Department:

- For subsidiaries registered in Kazakhstan – [pr@ffin.kz](mailto:pr@ffin.kz)
- For subsidiaries registered in European countries – [pr@freedom24.com](mailto:pr@freedom24.com)
- For subsidiaries registered in the USA – [rzito@zitopartners.com](mailto:rzito@zitopartners.com)
- For subsidiaries registered in other countries not listed above – [prglobal@ffin.kz](mailto:prglobal@ffin.kz)

**All third-party press releases require written approval of the PR Department prior to publication.**

### **Editorial Guidelines**

- Use of word, such as “partnership”, “cooperation”, “collaboration”, is permitted, if they reflect the actual legal and business relationship between FRHC and the third-party.
- The Company's name should be listed in the title and in the first paragraph of the text, if the Company's role in the project is significant.
- A description of the Company’s role in the text should be consistent with the legal arrangement between the Company and the partner.
- Do not include the Company’s logo, contact details or description in the press release. If appropriate, the PR Department will add this information.
- The text of the press release should not use the any language that creates the impression that the Company provides warranties, official approval, or accepts the responsibility for products and services of the third parties.

### **Quote Recommendations**

- If a press release requires a quote from a Company representative, the initiating party should include the quote of its representative (and others, if applicable) in the approved press release.
- The order of quotes should correspond to the role of the parties and the status of the speakers.

- The third-parties version of the quote of the Company representative should not be offered; instead, FRHC's PR Department will provide the approved quote.
- The quote may not be reused for subsequent press materials without prior written approval of FRHC's PR Department.

## **Approval Instructions**

- The third-party should submit a draft press release in the Word format, for approval to the Company's PR Department, in the appropriate language, based on the geography and specifics of the project. In particular:
  - For the projects implemented in Kazakhstan or focused on clients and partners in Kazakhstan, the press release is provided in Kazakh and Russian. If the project involves companies from outside Kazakhstan, an English version should also be provided.
  - If the project is being implemented outside of Kazakhstan, the press release should be prepared in English and in the language of the country where the cooperation is taking place.

The press release language is determined based on the region of release, the composition of participants, and distribution channels to ensure maximum relevance and effectiveness of communication.

- The Company will not approve individual fragments of the text; only the full version of the press release should be submitted.
- The version of the press release submitted for approval should be in final form, already approved by the remaining parties.
- Press releases should be submitted for approval at least five business days prior to publication/distribution. Incomplete texts containing inaccuracies or significant errors will be returned, and the approval process will begin again upon receipt of a corrected version.
- Press releases should be sent to the PR Department's email address, with a copy of the email address of the Project Manager supervising the project on the Company's side.
- The proposed press release should specify the planned distribution date. It is also necessary to agree on the principle of distribution:
  - Whether the distribution will be carried out by one or more parties.
  - If distribution is carried out by several parties, the press release should be sent simultaneously, at a strictly agreed time and date.
- Please indicate what distribution channels will be used.
- After written approval by FRHC's PR Department any subsequent changes of the press release should be resubmitted with the changes noted for review.

The party publishing the press release is responsible for compliance with these guidelines.