

Media Protocol

Introduction

This protocol provides clear guidelines on responding to media requests for interviews or information.

Purpose

The objectives of this media protocol are:

- To ensure a consistent corporate image and a positive reputation for Qudos Bank through a clearly understood procedure for contact with the media.
- To provide a streamlined approval process for all media contact.
- To facilitate a proactive and coordinated approach to issues and risk management.

Responses to media requests for interviews or information

Upon receiving an enquiry from the media, please direct the request to our media liaison Helen McCombie at Citadel-MAGNUS. She is our primary point of contact for all media enquiries directed to Qudos Bank.

Company	Media Liaison	Mobile	Email
Citadel-MAGNUS	Helen McCombie	0411 756 248	hmccombie@citadelmagnus.com

Additionally, after referring a media enquiry to Citadel-MAGNUS please notify marketing@qudosbank.com.au

All communications with the media must be approved by our CEO Scott King and Chairman David Hailes. They are our approved spokespeople, and the only representatives of Qudos Bank permitted to speak to the media on behalf of Qudos Bank. Any request to speak with Scott or David must be directed to Helen McCombie in the first instance.

If you are unsure about an enquiry or whether it is a media outlet you can contact Marketing for further clarification.

The secondary points of contact for clarification are:

Joff Stevens – Executive Manager Strategic Marketing, 02 9582 3411
Loren Ibbotson – Advertising & Communications Manager, 02 9582 3357
Email: marketing@qudosbank.com.au