



calidad en infraestructura



Communications Policy

December 2022

What we look for?

To develop communication actions aimed at protecting and strengthening the identity, reputation, and image of Joyco S.A.S. BIC in the market and with its stakeholders: , partners, allies, shareholders, employees, [business associations](#) , suppliers, media, and the community..

What is the purpose?

To position Joyco S.A.S. BIC as a company, as a national and international benchmark, of expert advice in the life cycle of projects, which includes the planning stages, construction, operation, and maintenance stages, in the sectors of infrastructure, buildings, water, and basic sanitation, energy, social investment, technology, among others.

How?

Through the creation, design, and development of strategies aimed at disseminating the experience, reputation, and identity of Joyco S.A.S. BIC, with messages aimed at optimism, mastery, humanity, and integrity, which are the values that define the work of the organization and are oriented to generate confidence, while fulfilling its purpose of transformation, progress, and well-being with quality infrastructure.

What are we committed to?

In Joyco S.A.S. BIC communication will be the starting point for any activity, so its value in the organization is strategic and all employees are committed to the fulfillment of the following activities:

Image and reputation

- Manage communication actions by the values of Joyco S.A.S. BIC: integrity, expertise, humanity, and optimism.
- Contribute to the principle of a single voice in the interaction with customers, allies, and partners of the company, i.e., it is necessary to respect the roles defined for such interaction and be certain to have the required information, to avoid misunderstandings or disputes due to lack of communication.
- To have the endorsement, backing, and support of the Communications Department for the preparation and preparation of strategic presentations, in

[Transformation, progress and well-being with quality infrastructure.](#)

order to define and specify the messages to be sent as an organization

- Evaluate the benefits and risks of each communication opportunity with any strategic public for Joyco, based on the prioritization of the organizational purpose of generating trust in each of its actions to contribute to the growth and strengthening of the reputation and not to its affectation.
- Mitigate risks through communication actions minimize negative impacts on the company's reputation.
- Do not publish photos of Joyco's projects or documents on social networks without prior authorization from the Communications and Marketing Department.


Stakeholders

- Plan communication with Joyco's stakeholders responsibly and proactively, considering the short, medium, and long term, considering the different messages and languages.
- Avoid public opinions of any other company, contractor, consultant, or auditor, as well as disqualifications and fallacies that affect Joyco's image and trust.
- Adopt and use efficient and dynamic communication channels between Joyco and its audiences, to meet their demands, anticipating their , and favoring knowledge, collaboration, and the promotion of relationships of mutual trust.
- External communication will consider, when necessary, the confidentiality agreements that may exist with partners, customers, and allies.
- Participation with the media shall be the exclusive responsibility of the company's General Management or its designee. In any case, it must be accompanied by the Communications and Marketing Department. Any person who works or has worked with Joyco, and is requested by a media outlet to talk about a particular project carried out by the company, must request authorization to respond to such request.

Organizational culture

- Contribute, through different communication actions, to the strengthening of the organizational culture following the values of Joyco S.A.S. BIC to promote empowerment, leadership, and high-commitment.
- Position the employer brand, visualizing the benefits of being a member of the Joyco family.
- Strengthen the corporate identity through the different campaigns and internal and external events that are carried out as an organization, as well as with the correct use of the documents templates.

The Communications and Marketing Department will be available to all employees of the company to provide the necessary support, if required, to comply with this Communications Policy.



José Joaquín Ortiz
General Manager

DG-GM-03 Version 1
Date 15/12/2021