

# **VITA LIFE SCIENCES LIMITED AND SUBSIDIARIES CORPORATE MEDIA POLICY**



## **OVERVIEW**

Vita Life Sciences Limited and its subsidiaries (“Vita Life” or “Company”) is an established and highly respected Australian pharmaceutical and healthcare company serving clients in Asia and Australia. Vita Life has a wide range of supplements, vitamins, minerals, meal replacement, sports nutrition and herbals for men, women and children and has a reputation for providing excellent service.

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## **OBJECTIVE**

This policy is in place to assure that information disclosed by Vita Life and its subsidiaries is timely, accurate and comprehensive.

Adherence to the policy is intended to provide an effective and efficient framework to facilitate the timely dissemination of information by Vita Life.

This policy is not limited to the Company’s key continuous disclosure obligation as imposed by ASX Listing Rule 3.1. That rule requires the immediate disclosure of information to the ASX once an entity is or becomes aware of any information concerning it that a reasonable person would expect to have a material effect on the price or value of the entity’s securities. The disclosure obligation is subject to limited exceptions. The rule has legislative support under the Corporations Act, and statutory liability may be imposed for a breach of the requirements.

## **SCOPE**

This policy applies to all employees of Vita Life as well as members of the Board of Directors. This policy covers all external media including broadcast, electronic and print.

## **POLICY**

The Executive Director of Vita Life serves as the official Company spokesperson and conveys the official Company position on issues of general impact or significance or situations that are of a particularly controversial or sensitive nature.

Media inquiries should be referred to the appropriate Country Manager/National Sales Manager and then forwarded to the Executive Director of Vita Life if they involve significant issues and/or are of a controversial or sensitive nature.

Depending on the specific circumstances, the Executive Director of the Company may designate other staff to serve as spokesperson on a particular issue.

In cases of critical significance to the Company, the Executive Director of the Company will work with staff to develop a "position paper" to detail the known facts of the situation and summarize the Company's position.

In the event of a crisis or emergency situation, the Executive Director of the Company will handle all contacts with the media, and will coordinate the information flow from the Company to the public. In such situations, all subsidiaries should refer calls from the media to the Company's head office. The manner in which the company communicates to the public in a crisis has a lasting impact on the Company's reputation and public support. It is therefore imperative that the Company ensures that the news media accurately reports the Company's position and actions to address any such crisis. Because of the public emotions that usually accompany crises, images formed as a result of crisis reporting are especially important in shaping public impressions of the Company and its products.

In the event of a major crisis such as a recall of Company products, it is essential that an effective communications plan be put into effect to disseminate timely, accurate information and to ensure that inquiries are directed to the appropriate sources and outlets.

The Country Manager/National Sales Manager and Executive Director of Vita Life are responsible for the development and dissemination of all Company communications in the event of an emergency. This includes internal communications with staff, as well as communications with the media. The priority will be on maintaining timely and open communications with the media, providing complete and accurate information that has been confirmed about the emergency situation and the Company's response to the crisis at hand. Vita Life's websites will be utilized as a key medium for updating our investors and the public on the details of any crisis situation and the actions being put in place to address all related issues.

Positive media solicitation is an integral element of the Company's marketing, any ideas for articles or pieces that would positively portray the Company and its products should be directed to the appropriate Country Manager/National Sales Manager. In a similar manner the appropriate Country Manager/National Sales Manager should be notified about negative occurrences that are likely to result in media coverage. The Country Manager/National Sales Manager shall then refer relevant matters to the Executive Director of Vita Life for approval.

In circumstances in which you believe you have a positive news story to share with the public, contact the appropriate Country Manager/National Sales Manager.

- Do not call a reporter directly without first consulting Country Manager/National Sales Manager.
- The Country Manager/National Sales Manager will work with you to gather information and determine if and how the news media should be contacted.

In no circumstances should reference be made to competitors or competitors products without prior approval of the Executive Director of Vita Life.

Any person that is found to have violated this policy may be subject to disciplinary action.

## **CHANGES TO VITA LIFE MEDIA POLICY**

The Board will review this Policy from time to time to ensure that it remains consistent with the Board's objectives and current best practice. The Company Secretary will communicate any amendments to the policy to directors and employees.