

# Marketing, Public Affairs & Responsible Policy Engagement Statement

Believ does not engage in direct lobbying of political parties or elected officials.

Instead, Believ participates in public policy engagement **through recognised trade associations, industry bodies, and multi-stakeholder working groups** relevant to electric vehicle charging, accessibility, consumer protection, and the transition to net zero transport. This engagement defines the content required for policy and marketing activities.

Believ supports and contributes only to policy positions and marketing campaigns that:

- Are evidence-based and informed by reliable data
- Align with Believ's purpose and values
- Contributes positively to environmental and social outcomes
- Are consistent with the principles and requirements of B Corp certification

Believ does not support policy activities that conflict with its commitment to ethical conduct, transparency, or positive societal and environmental impact. Where engagement through third-party organisations no longer aligns with these principles, Believ reserves the right to withdraw.

## Accountability

Overall accountability of this policy sits with the relevant Chief Executive Officer leadership approving all company policies and those including corporate governance, public affairs, and regulatory compliance. Oversight is provided through the company's established governance structures to ensure the policy is implemented and maintained effectively.

## Implementation and embedding

This policy is embedded within the company through internal governance processes, guidance, and onboarding awareness training where appropriate. Employees involved in policy engagement, communications, or external affairs are expected to follow the principles set out in this policy as part of normal business conduct and decision-making.

## Risk identification and management

The company identifies and manages potential risks of non-compliance through its wider governance, compliance, and risk management processes. This includes

oversight of external engagement activities, review of participation in industry bodies or policy forums, and ensuring alignment with the company's ethical standards and commitments.

**Evaluation and monitoring**

Compliance with this policy and the wider governance framework is reviewed annually. Where appropriate, the company may review its policies, procedures, and practices to ensure they remain effective, proportionate, and aligned with applicable regulations and best practice.

**Raising concerns**

Stakeholders, employees, and third parties are able to raise concerns about business conduct, including lobbying practices, through the company's established reporting and escalation channels. Concerns can be raised confidentially and will be reviewed and addressed in accordance with the company's governance and compliance procedures. This includes a 'whistleblowing' mechanism.

This approach ensures Believ's public affairs and marketing activities are responsible, proportionate, and aligned with its wider governance, integrity, and sustainability commitments.

**Signed:**



**Position:** Chief Executive Officer