

# ISLAMABAD STOCK EXCHANGE (GUARANTEE) LIMITED (ISE)

## Media Policy of the ISE

Whereas there exists a close nexus between media and the corporate sector in the contemporary business world and whereas the media has played a positive role in the overall development of the corporate sector, therefore, keeping in view the importance of interaction with media, the ISE is pleased to devise following media policy in this behalf.

### 1. Purpose:

The purpose of the media policy is as under:

1. To clearly define the authorized spokesperson(s) for the Exchange and its Board.
2. To ensure that all the communication with the media is consistent, well informed, timely and appropriate.
3. To maintain positive relations with the media by providing them with accurate and timely information.
4. To limit the possibility of miscommunication to the media.

### 2. Official Spokesperson:

The Managing Director of the ISE shall be the authorized spokesperson of the Board and Exchange. In the absence of MD, the Chairman shall be the spokesperson to represent the Exchange on the media. In case of non-availability of both, any other official, duly authorized by MD and/or Chairman, would communicate with media on the specific issues he is authorized for.

### 3. Target Audience:

Following are the target audience for the Exchange:

1. General Public
2. Investors
3. The Regulator
4. Pressure Groups

### 4. Purpose of the Media Interaction:

1. To educate the general public.
2. To increase public participation in the stock market.
3. To clarify the rumours.
4. To combat negatives.



## 5. Mode of Communication:

The Exchange may communicate its view point/message through the following modes:


1. Press Release
2. Press Conference
3. Media Appearance
4. Publication


## 6. Modus Operandi:

1. All the press releases to the media on behalf of Board/Exchange must be approved by the Managing Director and in his absence by the Secretary/General Manager.
2. Any Member Director of the Board in any interview at any media shall represent his/her brokerage house and not the Board.

[Explanation: While interacting with media, the Board member should also disclose his/her capacity as director of the Exchange, however, he/she should not comment on the Exchange affairs or generally on capital market where his/her statement is construed or taken as or falls within speculation, front running and/or manipulation etc. While commenting on capital market, he/she should mention that the opinions/views expressed are solely his/her own views and he/she represents his brokerage house.]

3. Dissemination of accurate information to the media shall be ensured.
4. In dealing with the media, all the media organizations and their representatives shall be treated equally and without bias.

  
2/2/11  
Managing Director

  
3-2-11  
Chairman