

Press & Media Policy

1. Purpose

Managing and strengthening the reputation of DEXUS Property Group (“DEXUS”) is integral to the performance and success of the business. The effectiveness of reputation management depends greatly on DEXUS developing and maintaining appropriate relationships with the press and media (“media”).

These relationships, and the healthy lines of communication they foster, enable DEXUS to build a strong profile, to deliver core messages and to identify difficult and potentially negative stories early in their development.

The key to successful reputation management is a disciplined and co-ordinated handling of the media as part of a controlled communication process. For this reason, we have developed this Policy covering all dealings with the media by DEXUS.

2. Who does this Policy affect?

- All employees of DEXUS including contractors & temporary employees
- EGM, Investor Relations, Marketing & Communications
- Senior Corporate Communications & Marketing Manager
- Retail Centre Managers/Marketing Managers
- National Marketing Manager, Retail

3. What happens if this Policy is breached?

A breach of this Policy may constitute a breach of the law and may damage the DEXUS brand.

4. Additional Information

This Policy was approved by the Compliance, Risk & Ethics Committee on 23 October 2013.

5. Press & Media Policy

Employees must not make any statements or provide information or documents to the media, directly or indirectly, which concern the business, clients, employees or officers of DEXUS unless specifically authorised to do so.

The EGM, Investor Relations, Marketing & Communications will determine which employees need to undertake press and media training and therefore be authorised to speak to the media on behalf of DEXUS.

Employees must not speak to the media unless and until they have been authorised by the EGM, Investor Relations, Marketing & Communications.

Investor Relations, Marketing & Communications maintains a listing of employees who are authorised to speak to the media on behalf of DEXUS and the areas in which they may comment.

Employees must refer all media enquiries which concern the business, clients, employees or officers of

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DEXUS to the Senior Corporate Communications & Marketing Manager or EGM, Investor Relations, Marketing & Communications who will determine the most appropriate person to respond to the enquiry.

If the employee is specifically authorised to speak to the media on that topic, the response should be coordinated with the Senior Corporate Communications & Marketing Manager or EGM, Investor Relations, Marketing & Communications.

In certain circumstances, such as an industry conference, you may be asked for a comment from a media representative. If you are authorised to speak to the media and you have the relevant expertise, you may make a comment however you need to advise the Senior Corporate Communications & Marketing Manager or EGM, Investor Relations, Marketing & Communications as soon as possible after the event.

Employees should not approach the media in relation to any matter without first contacting the Senior Corporate Communications & Marketing Manager or EGM, Investor Relations, Marketing & Communications.

6. Retail Centre Media Enquiries

For Local/trade press enquiries, the Retail Centre Managers/Marketing Managers should co-ordinate a response via the National Marketing Manager, Retail where the enquiry relates to **centre specific** issues with local press and cc the EGM, Investor Relations, Marketing & Communications.

Any questions on DEXUS, our corporate, sector or fund strategy, financial or property performance or development information by local/trade press must be referred to the EGM, Investor Relations, Marketing & Communications.

Enquiries from Metro/National dailies are to be referred to the EGM, Investor Relations, Marketing & Communications in the first instance.

7. Guidelines

If an employee is authorised to deal with the media, the communication should be accurate and positive, remembering that information that is price sensitive or has not been made available to the market should not be disclosed.

File notes or records of **all** contact with the media must be maintained and readily accessible and a copy sent to the Senior Corporate Communications & Marketing Manager or EGM, Investor Relations & Communications as soon as possible.

The record should reflect the date, time & location of the conversation, the name of the media representative and a summary of the points & comments made during the interview.

Media releases and formal media statements must be logged through MAD and necessary approvals received prior to release - refer to **Marketing & Communications Material Compliance Policy**.

8. Handling Rumours

DEXUS policy is “no comment” on market rumours. This is to avoid fuelling further speculation and to ensure DEXUS complies with its continuous disclosure requirements. In certain circumstances, the ASX may require a Listed Entity to respond to market rumours.

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9. Speaking Engagements

DEXUS actively encourages employees to conduct appropriate speaking engagements and these should be treated as a media event. All material including slides must be submitted for approval in MAD.

Information which has the potential to be interpreted as “financial advice” must not be included in the presentation - refer to **Contact with Retail Clients Compliance Policy**. Care must be taken to ensure information which has not been disclosed to the market is not included in the presentation.

All speaking engagements must be notified to the Senior Corporate Communications & Marketing Manager or EGM, Investor Relations, Marketing & Communications with details of the event including host, subject, location and date.

10. Testimonials

To maintain impartiality and our high standards of ethics in supplier selection and appointment, DEXUS’s policy is to decline invitations to publish written testimonials for service providers.