

**NPC 0310 – COMMUNICATION POLICY**  
**CORPORATE GOVERNANCE**  
**Version 4 of 04.18.2022**

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## **1. PURPOSE**

Establishing the corporate communication guidelines of Companhia Paranaense de Energia - Copel (Holding), its wholly-owned subsidiaries - WOSs and controlled companies, respecting their corporate procedures.

It is also applicable, as a recommendation, to controlled companies, joint ventures, affiliated companies and other equity interests, in compliance with their corporate procedures.

For the purposes of this policy, the group of companies listed in the previous paragraph hereinafter shall be referred to as Copel.

## **2. CONCEPTS**

### **2.1 - BROAD COMMUNICATION**

Effective process for disseminating information in an accessible and comprehensible manner to all audiences that may be of interest.

### **2.2 - BUSINESS COMMUNICATION**

Process that establishes the integration of strategic internal and external communication actions, adopting the precept of communication as a management process present throughout the organization.

Understood as a management process, it integrates all activities focused on the relationship with stakeholders, ensuring uniform conduct, avoiding the fragmentation of Copel's image.

### **2.3 - INTEGRATED COMMUNICATION**

Process managed by a single guideline, emanating from values and concepts shared by the entire organization.

It consists of an articulated set of efforts, actions, strategies and communication products, planned and developed by Copel, with the following objectives: adding value to its brand, consolidating its image before specific audiences or society as a whole and disseminating the guidelines for Copel's communication, responsible for preserving and strengthening its image.

### **2.4 - COMMUNICATION WITH INVESTORS AND SHAREHOLDERS**

Process that establishes the guidelines for the relationship with investors, shareholders, analysts and other institutions of the capital market, according to the NPC 0105 - Investor Relations Policy, and communicates the decisions of the controlling shareholder, deliberation of the General Shareholders' meeting or of Copel's management bodies or any other act or fact of a political-administrative, technical, business or economic-financial nature that occurred or was related to Copel's business, which may significantly influence:

- the quotation of securities;
- the shareholders' decision to buy, sell or hold the securities; or
- the determination of shareholders to exercise any rights inherent to the condition of holders of securities.

### **2.5 - SPOKEPERSONS**

Executive Directors and employees of Copel formally designated to act as spokespersons, in their areas of activity and competence.

## **3. PRINCIPLES**

### **3.1 - TRANSPARENCY**

Rendering accounts of the company's decisions and achievements to inform its positive and/or negative aspects to

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all stakeholders. Transmitting and presenting information clearly to stakeholders, including those who have reasonable knowledge of Copel's activities and those who have specific accessibility needs (architectural, communicational and attitudinal).

**3.2 - ETHIC**

Guiding communication actions by a commitment to the truth, seeking harmony between Copel's interests and those of all stakeholders involved. Promoting ethical communication actions without any kind of offense or racial, social, gender, political, religious or nationality discrimination. Guiding employees to act in accordance with Copel Code of Conduct and always in defense of Copel's brand and name in physical and digital media.

**3.3 - RESPECT FOR PEOPLE**

Respecting the right to confidentiality and ethical treatment of customer data and all stakeholders, creating a relationship of credibility. Promoting communication actions that preserve people's dignity and respect the precepts of diversity such as color, ethnicity, social class, political conviction, birthplace, gender, gender identity, sexual orientation, creed, religion, cult, age, disability, level of schooling, hierarchical level, position and function.

**3.4 - RESPONSIBILITY**

Conducting Copel's activities in a sustainable manner, respecting the environment and the rights of all stakeholders, including future generations, and the commitment to sustaining all forms of life. Ensuring the respect and appreciation of public spaces (urban furniture, buildings, streets, parks, landscapes, etc.) when occupying them, aiming at Copel's specific interest. The responsible use of spaces such as poles, towers and other facilities is also regulated by internal safety standards.

**3.5 - DEDICATION**

Dedication to inform, instruct, give visibility through communication channels relevant to each public, the programs, projects, products and services maintained and developed by Copel in a constant and updated way.

**3.6 - INNOVATION**

Giving visibility to innovative projects, programs and ideas arising within Copel, as well as being connected to new communication channels and innovative communication processes.

**3.7 - SECURITY**

Promoting communication actions that encourage people's awareness, in search of a safe organizational environment and the safe use of electricity.

**4. PREMISES****4.1 - CRISIS MANAGEMENT**

4.1.1 - Copel always seeks to act harmoniously, ethically and responsibly in the places where it operates, in its business or in the management of its staff and facilities.

4.1.2 - In the case of emergency situations, guidance to Copel's employees, the press, customers and suppliers is to seek information and centralize their contacts with the press office.

4.1.3 - When dealing with information (relevant act or fact) that may significantly influence the quotation of securities issued by Copel and/or the decision of investors to buy, sell or hold these securities, these must be dealt with the Investor Relations area and/or Copel's Executive Director of Finance and Investor Relations.

4.1.4 - All information handling in the event of a crisis will be guided by the principles of communication declared here and with the brevity/urgency that the subject requires.

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#### **4.2 – RESPECT FOR PUBLIC SPACE**

Copel reaffirms its commitment to respect public spaces, committing itself not to apply any type of publicity or logo without the due consent of the responsible public authorities. At the same time, Copel ensures the use of its own structures such as power poles and towers, substations and power plants, prohibiting the use of advertising.

#### **4.3 - BRAND**

Through its brand, Copel's identity incorporates a concept of value arising from business excellence. The Copel brand is not just its visual expression, translated in the logo. It has several points of contact, visual or otherwise: vehicles, invoices, business cards, music tracks, slogans, uniforms, etc. Such points must refer to the values of the brand. In all actions, the brand and other visual communication elements (typology, signage) must be used in accordance with the Brand Manual, available on the website and intranet.

#### **4.4 - SPONSORED AND PROMOTED EVENTS**

Copel participates in events related to the electricity sector, the academic, social, sports, financial and cultural environment in the locations where it operates or in other geographical borders that are strategic to it. Copel's presence at these events is aimed at approaching and informing its relationship public with its products and services. Copel's brand can only be applied and used in events endorsed by the Company.

#### **4.5 - CHANNELS**

Copel offers channels for commercial service and service requests, reporting channels, ombudsman, official pages on social networks, face-to-face and online service agencies, assistance to the press, shareholders or investors, in addition to internal communication channels aimed at its employees.

### **5. GUIDELINES**

5.1 - Managing Copel's communication process through a single guideline, aligned with the strategic framework, the Principles of Corporate Governance, the Global Compact and the Sustainable Development Goals.

5.2 - Striving for a transparent and professional relationship with the press, other media and the general public, meeting external communication demands with agility.

5.3 - Providing information in a timely and quality manner.

5.4 - Providing access to information of public interest, safeguarding only those that, due to a duty of secrecy, cannot be provided.

5.5 - Ensuring that erroneous or confidential information is not published in the press or any other type of media.

5.6 - Restraining offers of paid material or agreements for advertising exchanges for editorial space in national or foreign media.

5.7 - Promptly responding to requests for information, clarification or interviews from the press through spokespersons chosen according to criteria of technical knowledge.

5.8 - Respecting the privacy of its customers and consumers.

5.9 - Protecting the intellectual property of the Copel brand and the brands of its products.

5.10 - Contributing to raising Copel's reputation level, increasing the brand's equity value and consolidating it as an instrument of competitive intelligence.

5.11 - Maintaining dialogue and relationship channels with all stakeholders.

5.12 - Keeping the list of spokespersons up to date and promoting media training for them.

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5.13 - Informing, with transparency, its internal public, in order to maintain the confidence of employees and make them positive replicators.

5.14 - Promoting the diversity of its audiences, subjects and particularities of the regions where they operate.

5.15 - Highlighting issues such as safe and efficient use of energy for its stakeholders.

5.16 - Keeping communication channels up to date, as well as information for direct access to communication teams.

**6. EXPECTATIONS IN RELATION TO THE STAKEHOLDERS**

- a) Contribution to the improvement of processes, the adaptation of languages and themes with a view to the effectiveness of communication, as well as its immediate implementation in cases of doubts related to content;
- b) correct and differentiated use of communication, sales, service and reporting channels for the proper treatment of doubts, commercial requests and information;
- c) respect for the rules for using service and information channels on social networks;
- d) reproduction and understanding of the importance of public utility messages carried out in all means of social communication; and
- e) the non-reproduction of misleading, fictitious and malicious messages related to Copel and its stakeholders.

**7. REFERENCES**

Esta política é um desdobramento das seguintes normas:

- a) Copel Code of Conduct;
- b) NPC 0303 Policy on Sustainability - ESG;
- c) NPC 0308 Policy on Corporate Governance;
- d) NPC 0103 Information Disclosure and Confidentiality Preservation Policy; e
- e) NPC 0105 Investor Relations Policy.

NPC 0310 of 10.26.2018 update.

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This policy comes into force with its publication.