

## Investor Relations Crisis Management Plan

DATE \_\_\_\_\_

Keep a copy at your desk and your home. Save copy to the hard drive of your company and home compute as well as your cell phone or tablet.

BEFORE A CRISIS HAPPENS BE SURE YOU:

- Can remotely access the company's network via your personal and/or company laptop
- Have all necessary security software installed on your personal and/or company laptop
- Save all key contact info into your cell phone

### Team Information

	Work Cell	Personal Cell	Office Phone	Home Phone
<b>Name 1</b>				
	Work Email:		Personal Email	
	Home address			
<b>Name 2</b>				
	Work Email:		Personal Email	
	Home address			
<b>Name 3</b>				
	Work Email:		Personal Email	
	Home address			

### Key Internal Contacts

	Work Cell	Personal Cell	Office Phone	Home Phone
<b>CFO</b>				
	Work Email:		Personal Email	
	Home address			
<b>Legal</b>				
	Work Email:		Personal Email	
	Home address			
<b>Treasury / Finance #1</b>				
	Work Email:		Personal Email	
	Home address			

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	Work Cell	Personal Cell	Office Phone	Home Phone
<b>Treasury / Finance #2</b>				
	Work Email:		Personal Email	
	Home address			
<b>Human Resources</b>				
	Work Email:		Personal Email	
	Home address			
<b>Communications</b>				
	Work Email:		Personal Email	
	Home address			

### Vendor Contact Information

	Name	Title	Phone	Email
<b>Newswire Service</b> Lead contact				
<b>Newswire Service</b> Alternate contact				
<b>CRM Service</b> Lead contact				
<b>CRM Service</b> Alternate contact				
<b>Surveillance Provider</b> Lead contact				
<b>Surveillance Provider</b> Alternate contact				
<b>Listing Agent/ Exchange Contact</b>				
<b>Website Host</b> Lead contact				
<b>Website Host</b> Alternate contact				

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## Vendor Accounts and Logins

### Newsire Service

- Depending on the crisis, a press release may need to be issued if it's a material event
- If a release is needed, [Name1] will lead with [Name2] as a backup, additional alternates may be named as needed

### Primary Account

Login:

Password:

### Secondary Account

Login:

Password:

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### Conferencing Vendor

- If a conference call needs to be conducted, use [NAME1] account unless otherwise instructed
- Save these numbers in your cell phones
- If necessary, anyone on the team can use any of the accounts

### Primary Account

Dial:

Passcode:

PIN:

### Backup Account

Dial:

Passcode:

PIN:

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### CRM

- Investor profiles and contact history available here; includes investor distribution lists
- Media lists for national business, industry trades and local markets
- NAME1/NAME2 have access to the mobile version

Login:

Password:

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### Web Hosting

- For adding content to our website, including statements, FAQs or press releases regarding the crisis
- After hours support available via phone from X:00 am – XX:00 pm at xxx-xxx-xxxx.

NAME1

Login:

Password:

NAME2

Login:

Password:

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## Team Roles and Responsibilities

### Once it's been determined that everyone on the team is safe:

- Dial into *NAME1*'s conference bridge for a team meeting on next steps
  - *NAME1* will enter the Leader PIN
  
- Assess the team's communication limitations
  - Does everyone have access to a computer?
    - Determine if loaner laptops are available
    - Have a backup plan if loaners not available (local library, Internet café ...)
  - Does everyone have access to the Internet?
    - If no, adjust roles and responsibilities accordingly
  
- Identify crisis event's potential impacts to operating, financial and reputational factors
  - Coordinate with HR, Legal, Finance, etc. as needed
  - Evaluate severity and disclosure/communications needs
  
- Assign next steps (as needed)
  - Draft press release on crisis situation
    - Lead: *NAME1*
    - Backup: *NAME2*
  - Distribute press release via newswire service
    - Lead: *NAME1*
    - Backup: *NAME2*
  - Confirm with legal if 8-K filing is needed
    - Lead: *NAME1*
    - Backup: *NAME2*
  - Post content to website
    - Lead: *NAME1*
    - Backup: *NAME2*

### Handling Media Inquiries

- Direct all media inquiries to *NAME1*, CC: *NAME2*
  
- If *NAME1*, CC: *NAME2* not available, take the following info and forward
  - Name, media outlet, email and phone number
  - Why they are calling
  - Deadline

### Handling Investor Inquiries

- Forward all investor or analyst inquiries to *NAME1* and *NAME2*
  
- If *NAME1*, CC: *NAME2* not available, take the following info and forward
  - Name, firm name, email and phone number, and why they are calling
  - Why they are calling