



GHL SYSTEMS BERHAD

(199401007361 / 293040-D)

Incorporated in MALAYSIA

GHL-BRAND-POL-001

Brand Protection Policy

Policy Owner:

Corporate Communications & Marketing Department, on behalf of GHL Group of Companies

POLICY CHANGE CONTROL

Version	Date	Author	Approver	Summary of Changes	Pages
1.0	08/02/2022	Shobana Jayandran	Sean Hesh	First published	4

DOCUMENT AUTHORIZATION

The Policy has been reviewed and accepted by the following persons:

No.	Date	Name	Position	Reviewer/Approver
1	08/02/2022	Chong Kok Wai	Group Head – Legal, Compliance & Sustainability	Reviewer
2	08/02/2022	Seah Hesh	Group CEO	Approver

Note: The approval is obtained via email.

- This Policy is managed by the Corporate Communications & Marketing Department.
- The Policy is reviewed and updated as when it is deemed necessary.

POLICY OBJECTIVE

This GHL Brand Protection Policy is addressed to all the associated persons (employees, merchants and partners) and others who deal with the GHL Group in the conduct of its day-to-day operations.

All development of any corporate marketing and advertising materials carrying GHL's corporate identity/brand must comply with GHL's Brand Guideline.

This includes the following print and digital marketing initiatives:

- Print examples include (but not limited to); Point of Sale Marketing (POSMs), flyers, booklets and brochures, posters and banners, press releases, newspapers, magazines, newsletters, billboards and vehicle signages.
- Digital media examples include (but not limited to); digital advertising, social media postings, website content, emails / Electronic Direct Mails (EDMs), Search Engine Optimization (SEO), Short Message Service (SMS) as well as videos.

1. OWNERSHIP OF GHL BRAND ASSETS

You acknowledge that GHL Systems Berhad is the sole and exclusive owner of all GHL Brand Assets and derivatives thereof and that all goodwill derived from using any GHL Brand Asset inures exclusively to the benefit of GHL. You promise that you will not interfere with GHL's rights in the GHL Brand Assets, including by challenging GHL's use, registration, or application to register any GHL Brand Asset or by registering any GHL Brand Asset yourself anywhere in the world.

2. GHL BRAND POLICY STATEMENT

GHL grants partner(s) or merchant(s) a limited and non-exclusive license to display GHL brand to promote your acceptance of GHL Services. Partner(s) or merchant(s) will:

- i. Adhere to the GHL brand guidelines as provided by GHL and updated from time to time; and

- ii. Obtain GHL written consent/approval prior to such use. GHL may revoke the permission to use GHL brand by giving you notice and a reasonable period of time to cease use.

3. MERCHANT / PARTNER BRAND

Partner(s) or Merchant(s) shall grant GHL a limited and non-exclusive license to display [Company] brand in connection with GHL's marketing communications about GHL solutions and services; provided that GHL obtains your written approval before such use. [Company] may revoke the permission to use [Company] brand by giving GHL notice and a reasonable period of time to cease use.

4. BRAND RIGHTS

- i. Each party retains all rights to its brand. Except for the limited use rights in this agreement, neither party acquires any right to the brand of the other party. GHL's usage of [Company] Brand (including any associated goodwill) will inure to your benefit, and [Company] use of GHL brand (including any associated goodwill) will inure to GHL's benefit.
- ii. Upon request, each party will show the other party how it is using the other party's brand to enable the other party to monitor and ensure that the usage is consistent with the other party's quality control requirements.
- iii. The [Company] hereby agrees that GHL may from time to time, display the [Company] logo, branding (including any marks and/or images available on public domains) on its platform without further approval from the [Company] and the [Company] shall indemnify GHL against all actions, proceedings, costs, claims, demands, loss, damages, liabilities and expenses howsoever incurred, suffered, paid or payable by GHL in anyway arising from such usage.