



MEDIA POLICY

1. Introduction

- 1.1. N'tsiri is committed to managing the sustainable conservation of natural resources through the implementation of best practice ecological, environmental and economic principles for the beneficial enjoyment of the members of the N'tsiri Community and as a moral obligation to the environment. N'tsiri requires the support of all members of the N'tsiri Community to achieve these objectives.
- 1.2. The N'tsiri Community has an interest in the use and enjoyment of N'tsiri as well as the protection of the reputation and goodwill of N'tsiri and the other entities, such as the APNR, the Umbabat and the KNP, with which N'tsiri has an affiliation.
- 1.3. The Board is mindful of the increasingly important role that the media, and in particular social media, plays in the personal and professional lives of the N'tsiri Community. However, the achievement of N'tsiri's objectives can, in certain instances, be undermined by the irresponsible or inappropriate use of social media, or the making of inappropriate or harmful comments to the media generally.
- 1.4. The Board therefore adopts this policy to serve as a guide to the N'tsiri Community on responsible interactions with the media and the use of social media in the best interests of N'tsiri, the N'tsiri Community, and the natural resources it seeks to protect. All members of the N'tsiri Community are expected to understand and comply with the rules and principles set out in this policy.
- 1.5. In all cases, members of the N'tsiri Community are expected to exercise their best judgment when making comments about N'tsiri and its affiliations in the media generally and through social media in particular and to be aware that they have a shared obligation to protect the interests of the N'tsiri name and brand in the interests of all members of the N'tsiri Community. The exercise of this judgement extends to persons over whom the members of the N'tsiri Community have influence or control, such as their immediate family members, and N'tsiri Community members are expected to ensure that the persons over whom they have influence or control similarly respect this media policy.

2. Definitions

The following words shall, unless otherwise stated or inconsistent with the context in which they appear bear the following meanings:

- 2.1. **APNR** – Associated Private Nature Reserves.
- 2.2. **Authorised Users** – Immediate family or appointed members as nominated by the Members pursuant to the Use Agreement.
- 2.3. **Board** – the board of directors of the Company.
- 2.4. **N'tsiri or the Company** – means BJB Share Block Proprietary Limited, R'Krantz Share Block Proprietary Limited and Colmos Proprietary Limited, collectively, or by whatever other name it may be known from time to time.
- 2.5. **N'tsiri Community** – Members, Users and Authorised Users.
- 2.6. **KNP** – the Kruger National Park.



- 2.7. **Member** – shall mean the beneficial owner(s) of a Share Block or Shares, or the person appointed by the company, close corporation or trust owning the Share Block or Shares.
- 2.8. **Property** – shall mean the immovable property beneficially owned by *the Company*.
- 2.9. **SANParks** – South African National Parks.
- 2.10. **UPNR** – Umbabat Private Nature Reserve.
- 2.11. **Umbabat** – the private nature reserve of which N'tsiri is a constituent member.
- 2.12. **Use Agreement** – means an agreement concluded between the Company and each *Member/Holder*, regulating, *inter alia*, such Holder's rights of use in respect of the relevant Unit and the common areas on the Property.

3. Scope and application of Policy

- 3.1. This policy applies to all members of the N'tsiri Community and such persons over whom they have influence or control.
- 3.2. This policy covers all media, including all social media platforms, for example, LinkedIn, Instagram, Facebook, X, YouTube, WhatsApp, blogs, chat rooms and forums, podcasts, photo or video sites, and any other online social media permitting responses, comments or other content generated by users, and, where applicable, radio communications by members when visiting N'tsiri.
- 3.3. Accordingly, the provisions of this policy are applicable to the expression of opinions and comments published by members of the N'tsiri Community.

4. Media guidelines

- 4.1. The comments, expressions and other postings by members of the N'tsiri Community in the media generally and on social media platforms in particular must be honest and respectful of the interest of N'tsiri and the N'tsiri Community.
- 4.2. The comments, expressions and other postings must also take into account that N'tsiri is affiliated to various other entities such as the APNR, the Umbabat and the KNP.
- 4.3. Members of the N'tsiri Community should never post anything that damages or has the potential to damage the good name or reputation of N'tsiri, its Board or other members of the N'tsiri Community or which has the potential to harm or damage the relationship which N'tsiri has with the entities to which it is affiliated.
- 4.4. Members of the N'tsiri Community may not use the media generally and social media platforms in particular as a forum to lodge complaints against N'tsiri, the Board, or other members of the N'tsiri Community. If any member of the N'tsiri Community wishes to lodge a complaint about the activities of N'tsiri, the Board or other members of the N'tsiri Community, they should raise the issue directly with the Board in writing.
- 4.5. Members of the N'tsiri Community should remember that anything they post on a social media platform are comments and posts made in a public forum and these comments are not necessarily the views of other members of the N'tsiri Community.
- 4.6. Members of the N'tsiri Community must not share the private, personal or confidential information of N'tsiri, the Board, and other members of the N'tsiri Community in the media or on social media platforms.



4.7. Without limiting the members of the N'tsiri Community's use of social media, members of the N'tsiri Community should not post or share on social media:

- 4.7.1. information or statements which may be detrimental to the interests of N'tsiri, the Board, or other members of the N'tsiri Community.
- 4.7.2. information or statements that harm or have the potential to harm the good name and reputation of N'tsiri or the entities which N'tsiri is affiliated to, or which has the potential to cause disharmony.
- 4.7.3. any communication or image which may be defamatory or violate the rights of any party.
- 4.7.4. any communication which is derogatory, offensive, threatening, abusive, harassing, promotes cyber bullying, incites violence, or is harmful or hateful.
- 4.7.5. any information relating to rhino activity on the Property, including numbers, movement, photographs of rhinos or the activities of any anti-rhino poaching initiatives

5. Use of media platforms

Members of the N'tsiri community using any media, including social media platforms, for purposes related to their shareholding in N'tsiri, or which may in any manner link such use with N'tsiri, shall:

- 5.1. if they have the authority to make statements on behalf of N'tsiri, clearly indicate the existence of such authority.
- 5.2. if they do not have authority to make statements on behalf of N'tsiri, clearly indicate that the statement is their own opinion and does not represent the opinion of N'tsiri, the Board, any other member of the N'tsiri Community; and
- 5.3. generally, adhere to the principles set out in this policy.

6. Monitoring use of social media platforms

Misuse of social media platforms can, in certain circumstances, constitute a criminal offence or otherwise give rise to legal liability against the persons involved in such publication. It may also cause damage to the good name and reputation of N'tsiri and/or the entities which N'tsiri is affiliated to and may even lead to claims for loss of income or revenue.

7. Breach

- 7.1. Any member of the N'tsiri Community who fails to comply with the provisions of this policy runs the risk of disciplinary action being taken and the resultant risk of a monetary penalty, or a ban from using the Property, being imposed.
- 7.2. Any breach of this policy may also give rise to personal liability claims against individuals who incorrectly represent the view of N'tsiri, the Board or other members of the N'tsiri Community.