

FGV Corporate Mark Usage Policy & Its Implementation

Appendix 1



CORPORATE MARK USAGE POLICY

Introduction

This document outlines the use of Felda Global Ventures Holdings Berhad ("FGVH") corporate mark ("FGV Mark"). Any use of FGV Mark must be in accordance with this Corporate Mark Usage Policy ("Policy") and the Brand Manual (will be attached upon finalization).

Any use that does not comply with this Policy or does not have written authorization from FGVH is not authorized. Any goodwill generated by the use of any FGV Mark inures to the benefit of FGVH.

This Policy attempt to balance two competing interests:

- i. FGVH's need to ensure that the FGV Mark remain reliable indicators of quality, source, and security; and
- ii. FGVH's desire to permit subsidiaries, associate companies, JV companies whom FGVH works to discuss FGVH's products and to accurately describe their affiliation with FGVH.

Policies in Using FGV Mark

The following is the general policies to be applied to almost any use of the FGV Mark in printed materials, including marketing, articles and other publicity-related materials, and websites:

- Specific Uses

The specific uses of FGV Mark will be agreed by the parties and to be included in the license agreement to be executed by the parties.

- Proper Form / As Is Basis

- FGV Mark should be used in its exact form.
- FGV Mark must be used with no changes, including but not limited to changes in the color, proportion, or design, or removal of any words, artwork, or trademark symbols.
- FGV Mark may not be animated, morphed, or otherwise distorted in perspective or appearance.
- FGV Mark shall not be combined with any other trademarks or logos, product names, service names, or company names.

- Accompanying Symbol

The mention of a FGV Mark should be accompanied by a symbol indicating whether the mark is a registered trademark ("®") or an pending registration trademark ("™");

- Distinctiveness
 - Marks should be used in ways that distinguish them from surrounding text.
 - The use of trademark notices, generic terms, and "brand," in connection with marks, helps differentiate marks from generic terms.
- Notice

The following notice on a company other than FGVH should appear somewhere nearby the FGV Mark:

Companies	Notices
Subsidiaries	<i>Subsidiary of FGV</i>
Associate	<i>Associate Company of FGV</i>
JV Co	<i>Joint Venture Company of FGV Group</i>
Felda	<i>Single Largest Shareholder of FGV</i>
Products – on packaging and promotional materials i) Brand/Products owned by FGV ii) Brand/Products owned by other companies	<i>Manufactured by XXX under license from FGV</i> <i>One of the above category if FGV Mark is used on the packaging/promotional item</i>
Companies with own corporate branding	<i>Own corporate branding and to be followed by any one of the above category</i>

The Logo

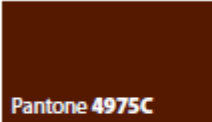

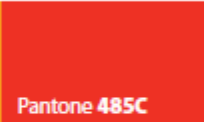
- The logo must appear only in horizontal position.
- The Logo must stand alone and may not be combined with any other object, including but not limited to other logos, words, graphics, photos, slogans, numbers, design features, or symbols.



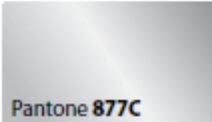
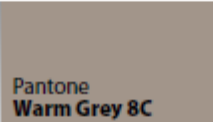


The Colour

- Colours form a significant and important part of FGV Mark and to clearly distinguish the FGV Mark from others.

Brand Signature Colours

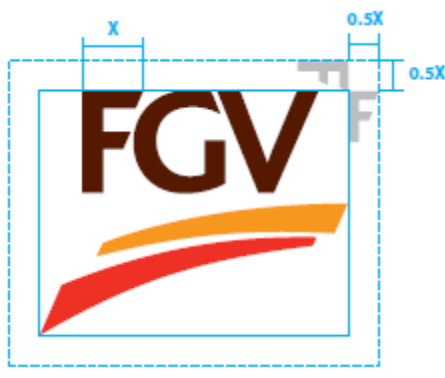
		
Pantone 4975C	Pantone 144C	Pantone 485C
CMYK Values 70 / 100 / 90 / 50	CMYK Values 0 / 50 / 100 / 0	CMYK Values 0 / 100 / 100 / 0
RGB Values 64 / 19 / 27	RGB Values 247 / 148 / 30	RGB Values 237 / 28 / 36

Background Colours

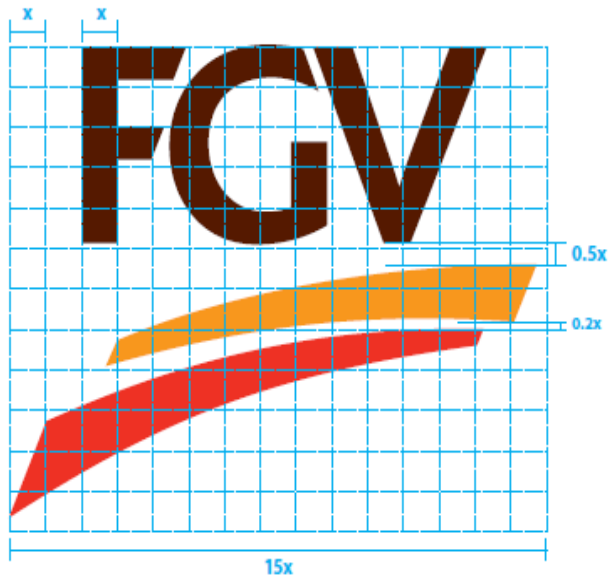
			
Pantone 877C	Pantone Warm Grey 8C	Pantone Cool Grey 3C	Pantone 5767C
CMYK Values 0 / 0 / 0 / 40	CMYK Values 0 / 10 / 20 / 45	CMYK Values 0 / 0 / 0 / 30	CMYK Values 15 / 0 / 70 / 40
RGB Values 167 / 169 / 172	RGB Values 158 / 144 / 129	RGB Values 188 / 190 / 192	RGB Values 146 / 153 / 76

The Size

- To ensure visibility and distinctiveness, an area of clear space is required around FGV Mark to keep it free from any visual distraction.
- A minimum size of not less than 15mm is required to ensure legibility of FGV Mark.



- The grid is provided as a reference for measurement and proportions for audit and checking purposes.
- The proportions shown must be adhered to so it will not appear visually distorted.



The Background

- Background can be used as long as it does not diminish or weaken FGV Mark.



Black and White Logo

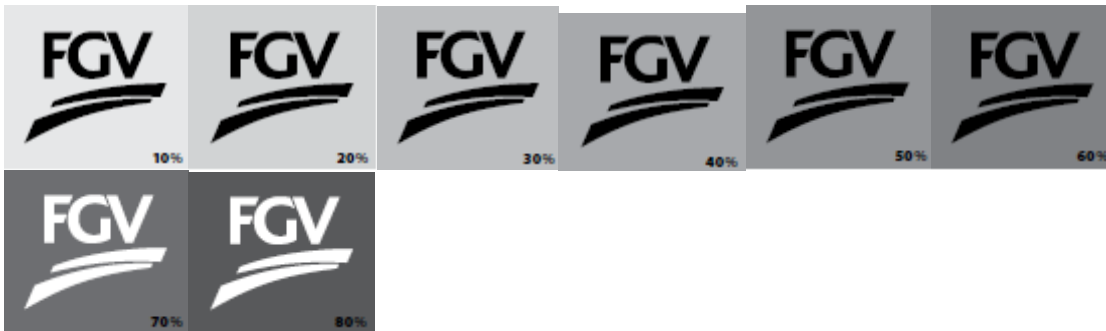
- There will be circumstances where you need to use FGV Mark in black and white i.e. newspaper advertisement or other single colour applications.
- The above can be used as guide and reference for establishing relative value or contract for either black or white background.



Positive Version



Reversed White Version



Unacceptable Usage

- The example illustrated below are unacceptable usage of FGV Mark.



Permissible Use of FGV Mark

- FGVH/Subsidiaries of FGVH

- FGVH Board of Directors' approval must be obtained for FGV Mark usage Policy.
- Subsidiaries shall enter into a license agreement with FGVH with the following license term:-

Salient Terms	Details of the clauses
Grant of Use	To use FGV Mark as agreed by the parties and in accordance with the License Agreement, Policy and Brand Manual.
License Term	Renewable every 10 year
License fee	RM1.00
Cessation of use	Automatically/immediately when the company(ies) cease to be a subsidiary of FGV.

- The use of FGV Mark shall be accompanied by the statement as stated in the Notice section above.

- Associate/FHB Companies

- Board of Directors' approval must first be obtained for the use of FGV Mark by the respective company.
- Associate/FHB Companies shall enter into a license agreement with FGVH with the following license term:-

Salient Terms	Details of the clauses
Grant of Use	To use FGV Mark as agreed by the parties and in accordance with the License Agreement, Policy and Brand Manual.
License Term	Renewable every 10 year
License fee	RM1.00
Cessation of use	Automatically/immediately when the company(ies) cease to be an associate of FGV.

- The use of FGV Mark shall be accompanied by the statement as stated in the Notice section above.

- Companies with own Corporate Branding

- Board of Directors' approval must first be obtained for the use of FGV Mark by the respective company.
- Subsidiaries/Associate/FHB Companies shall enter into a license agreement with FGVH with the following license term:-

Salient Terms	Details of the clauses
Grant of Use	To use FGV Mark as agreed by the parties and in accordance with the License Agreement, Policy and Brand Manual.
License Term	Renewable every 10 year
License fee	RM1.00
Cessation of use	Automatically/immediately when the company(ies) cease to be a subsidiary/associate of FGV.

- The use of FGV Mark shall be accompanied by the statement as stated in the Notice section above.

- JV Companies

- Board of Directors' approval must first be obtained for the use of FGV Mark by the respective JV Co.
- JV Co shall enter into a license agreement with FGVH with the following license term:-

Salient Terms	Details of the clauses
Grant of Use	To use FGV Mark as agreed by the parties and in accordance with the License Agreement, Policy and Brand Manual.
License Term	Renewable every 10 year
License fee	RM1.00
Cessation of use	Automatically/immediately when the company(ies) cease to be a member of FGV Group.

- The use of FGV Mark shall be accompanied by the statement as stated in the Notice section above.

- Federal Land Development Authority (Felda)

- Felda shall have the right to use FGV Mark subject to the parties executing license agreement with the following term:-

Salient Terms	Details of the clauses
Grant of Use	To use FGV Mark as agreed by the parties and in accordance with the License Agreement, Policy and Brand Manual.
License Term	Renewable every 10 year

License fee	RM1.00
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- The use of FGV Mark shall be accompanied by the statement as stated in the Notice section above.
- Third Party

Third-party shall not use FGV Mark unless otherwise allowed by FGVH and/or as duly approved by FGVH's Board of Directors on a case to case basis and subject to the license agreement on the terms and conditions also being approved by the Board of Directors.

Unauthorized Use of FGV Mark

- User of FGV Mark may not use or register, in whole or in part, FGV Mark symbols, logos, icons, or an alteration thereof, as or as part of a company name, trade name, product name, or service name.
- User of FGV Mark may not use FGV Mark in connection with web sites, products, packaging, manuals, promotional/advertising materials, or for any other purpose except pursuant to an express written permission/ trademark license from FGV.
- User of FGV Mark may not use FGV Mark in a disparaging manner.
- User of FGV Mark may not use FGV Mark in a manner that would imply FGV's affiliation with or endorsement, sponsorship, or support of a third party product or service.
- User of FGV Mark may not manufacture, sell or give-away merchandise items, such as T-shirts and mugs, bearing FGV Mark, except pursuant to an express written permission/ trademark license from FGVH.

Reporting of Abuse of the use of FGV Mark

Any misuse of FGV Mark shall be reported to Corporate Communication with a copy to Chief Counsel of FGVH for further action.