



COMMUNICATION AND PUBLICITY GUIDE
of the Societe Anonyme with the corporate name
“HELLENIC DEVELOPMENT BANK OF INVESTMENTS S.A.”

Objectives

The present Communication and Publicity Guide of the Hellenic Development Bank of Investments S.A., aims to create a unified identity for the actions, the financial instruments and the investments of the Hellenic Development Bank of Investments S.A., as well as to provide guidelines for the implementation of communication actions by third parties in order to further enhance the visibility of the results of its activity and its contribution to the development of the Venture Capital ecosystem in the country.

Framework

The guidelines mentioned in the Communication and Publicity Guide are formed based on the Communication and Publicity Strategy of the Hellenic Development Bank of Investments S.A., which sets out the objectives, the means and the communication actions.

Implementing Agencies - Communication and Publicity Actions

The implementing bodies of the communication and publicity actions shall ensure at least the following:

- ✓ That they display the logo of the Hellenic Development Bank of Investments S.A. in the communication; information and promotion actions they carry out; in any form (printed; audiovisual; electronic) and in all communication and information material (printed; audiovisual; online; etc.) they produce.
- ✓ That they include- in addition to the appearance of the logos - within the text, an appropriate - depending on the context of use - verbal reference: "***The (name of the investment scheme) is supported by the Hellenic Development Bank of Investments S.A. in the framework of the project (name of the project)***" or "***The (name of the action) is supported by the Hellenic Development Bank of Investments S.A.***" in any publicity action(s) that include(s) text writing (such as press releases; action guides; brochures),
- ✓ That the relevant entity shall obtain the prior written consent of the Hellenic Development Bank of Investments S.A. for its exact content prior to the implementation of any advertising or informative action related to the actions of the Hellenic Development Bank of Investments S.A.; The same applies if the entity covers the above publicity actions at its own expense.

Visual identity

The visual identity consists of:

- The logo of the Hellenic Development Bank of Investments SA; which is available in Greek and English; upon agreement with the Company.
- A verbal reference; depending on the context of use of the visual identity:

"The (name of the investment scheme) is supported by the Hellenic Development Bank of Investments S.A. in the framework of the (name of the project)" or "The (name of the action) is supported by the Hellenic Development Bank of Investments S.A."

Logo usage instructions

- The logo of the Hellenic Development Bank of Investments S.A. is placed in a prominent and visible position.
- It shall not be modified, altered, or merged with other graphic elements or text.
- Its size shall be adjusted in proportion to the size of the communication material on which it appears; but its minimum height shall not be less than 1 centimeter (cm).
- When displayed together with other logos (e.g. a logo of a ministry or other organization); the other logos shall interfere with the visual identity of the Hellenic Development Bank of Investments SA; while the size of the other logos cannot be larger than the size of the visual identity of the Hellenic Development Bank of Investments SA.

With regard to the Press Releases, the logo of the Hellenic Development Bank of Investments S.A. must appear prominently on the top and right of each page, while a detailed reference should be included within the text mentioning the contribution of the Hellenic Development Bank of Investments S.A., implementing a specific Project from which the funds covered, are derived (where applicable).

Social media

The participation of the Hellenic Development Bank of Investments SA in the investment schemes should be mentioned in social media, in the respective accounts of the relevant entity, with notification - reference to the accounts of the Hellenic Development Bank of Investments SA, in the respective accounts of:

- **Facebook:** <https://www.facebook.com/hdbi.gr>
- **LinkedIn:** <https://www.linkedin.com/company/78333389/admin/>

Contact - Information

For the application of the rules provided in the Communication and Publicity Guide; the sending of the required files and for general communication, publicity and promotion issues of the Hellenic Development Bank of Investments S.A., interested parties may contact the:

Communication and Publicity Department of the Hellenic Development Bank of Investments S.A.

media@hdbi.gr

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