



COMMUNICATIONS PLAN

Social Responsibility

2025

	COMMUNICATIONS PLAN	Version	03
		Date of preparation:	February 26, 2025
		Responsible area:	Social Responsibility - LRMC
		Approval:	Regional Management Central Management

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1. INTRODUCTION

MADERACRE is a company incorporated in Peru, whose social objective is to dedicate itself to Sustainable Forest Management. It has a forest concession for timber purposes and harvesting units located in the permanent production forests of Madre de Dios, duly authorized by the forestry authority by virtue of the Forest Concession Contracts they hold, which are duly registered in Public Registries. In addition, Maderacre holds the FSC Forest Certification; this is evidenced by its certificate: Certificate Registration Code NC-FM/COC-002176 and is certified under the Voluntary Carbon Standard (VCS) and Climate Community and Biodiversity (CCB) for the Carbon Credits for Avoided Deforestation (REDD) Project, of which it is a part. The company supplies the most demanding markets with processed wood at our factory located in Iñapari. We produce decking, decking tiles, flooring, finger-jointed lumber, and other dimensioned products. The main species is the Shihuahuaco (Cumarú), but there are 160 other species of wood identified in its forests. Maderacre generates around 250 direct, quality jobs in Tahuamanu, Madre de Dios, where the majority of the population depends on legal and responsible forestry.

MADERACRE positions itself as a socially responsible company with guidelines that establish the highest quality standards in the sector. Accordingly, it promotes and creates spaces for effective communication among all its stakeholders and considers communication essential in its business practice.

As part of the company's ongoing process improvement efforts, the 2025 Communications Plan is being presented.

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1.1. VALUES AND POLICIES

The linked values are:



Chart No. 1: Binding values

Own elaboration

Furthermore, MADERACRE is distinguished by:

- Develop transparent, simple, and clear information channels for employees, community representatives (Community Relations Advisory Committee), and the general public, and implement contingency prevention and conflict mitigation programs.
- Promote the formalization and stability of the company's personnel, particularly forest and sawmill employees.
- Establish opportunities for training, promotion, and performance recognition. Demonstrate the company's concern for employee families, in terms of health and well-being at home.
- Contribute to the adoption of good social and environmental practices by the company's small and medium-sized suppliers.
- Support for the development of a culture of environmental conservation: MADERACRE is committed to implementing environmental information and education strategies aimed at

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raising awareness about the importance of environmental care and responsible forest management and conservation. MADERACRE implements a management strategy based on the philosophy of PRODUCTIVE CONSERVATION, which is based on the three pillars of sustainability and aims to conserve forests and contribute to the sustainable development of our environment.

- Transparency and Communication to and from the Community: The company maintains a clear policy of transparency and information about its operations in all aspects involving any aspect of community or social life. This policy will be formalized through the design of an information program on the company's operations and a system for promptly addressing citizen inquiries, complaints, and requests. The company will also participate in the spaces for dialogue, coordination, and consultation established within the community.

2. GOALS

- Keep authorities, neighbors, concession owners, suppliers, and the general public informed of project activities at the beginning, during, and end of the harvest.
- Inform the population and train them in environmental education, raising awareness about the importance of environmental care and responsible management and forest conservation.
- Inform employees of the company's plans, goals, objectives, and operations.
- Establish the most appropriate communication channels between the company and its immediate environment.
- Disseminate all social, cultural and impactful activities for the population.

3. TARGET AUDIENCE

The target audience refers to the main stakeholders, as expressed in the following graph:



Chart No. 2:External Communication Actors

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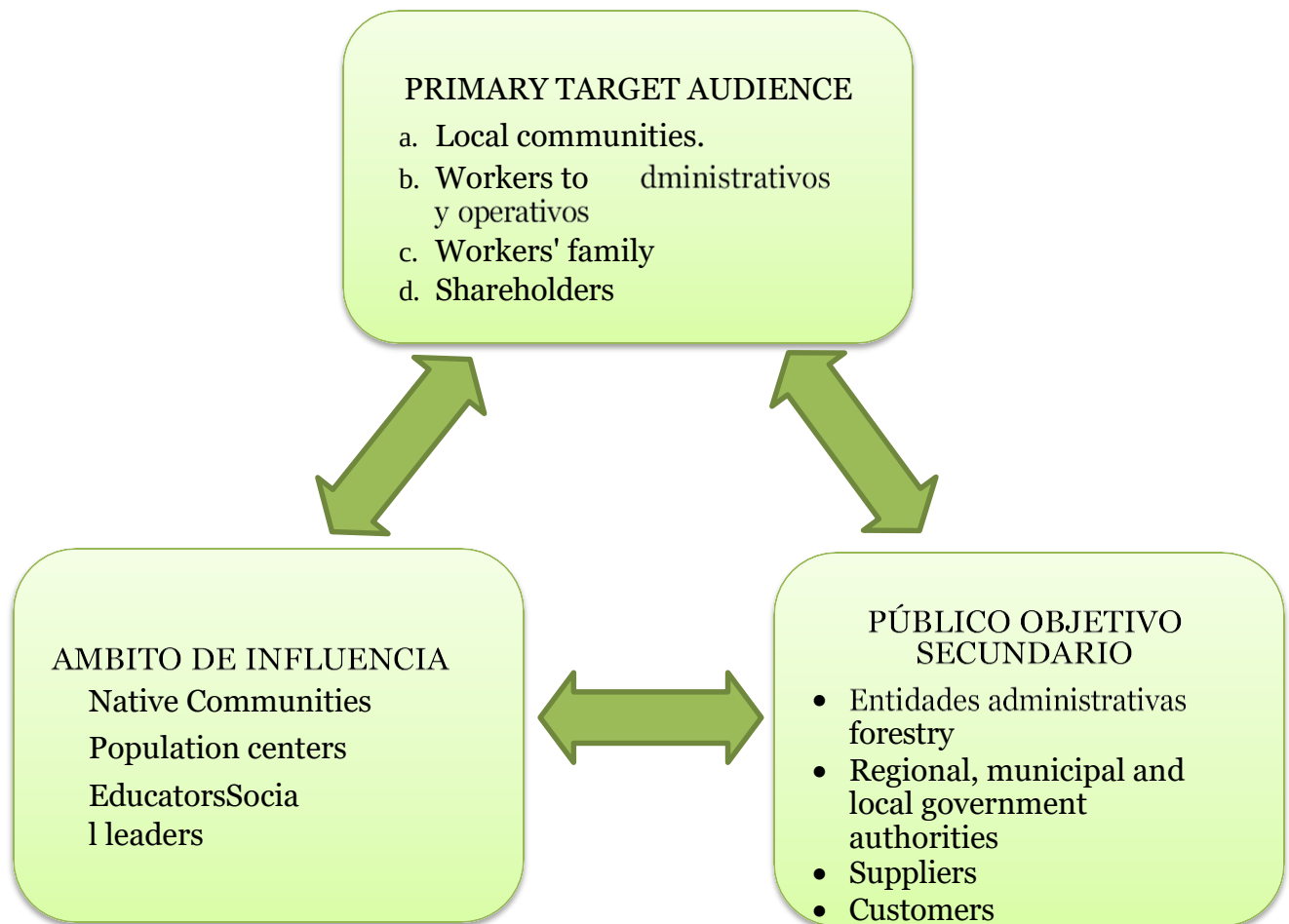


Chart No. 3:Target Audience of the Communications Plan

Own elaboration

4. MEDIA

- Citizen participation meetings/workshops.
- Community visits (fieldwork).
- Radio broadcasting.
- Infographics / giant posters.
- Posters.
- Cards.
- Corporate telephone number.
- Whatsapp application.
- Corporate email.
- Web page.

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5. STRATEGIES AND ACTIVITIES

MADERACRE develops and implements its communication plan based on socially responsible objectives and the need to inform and provide feedback on its actions. With a focus on outreach to stakeholders and key stakeholders in its sphere of influence, four communication levels have been established:

- Internal Communication
- Institutional Communication
- Community Communication
- Crisis Communication

5.1. INTERNAL COMMUNICATION

5.1.1. Aim

Disseminate relevant and functional information to reduce uncertainty, as well as publicize the specific channels and media used for different types of communication in order to generate an organizational culture within the company.

5.2. INSTITUTIONAL COMMUNICATION

5.2.1. Aim

Represent the company's actions in information spaces with suppliers, neighbors, clients, or other organizations in the sector as a general framework for business practice, generating spaces for the exchange of experiences, consensus, or other opportunities to build constructive alliances to achieve objectives.

5.2.2. Actions

- Coordination meeting with representatives from the public and private institutions involved, as appropriate.
- Dissemination of RS area email and telephone number information: Used to receive queries, questions and/or complaints from third parties and stakeholders.
- Publication of updated social plans or instruments on the website.
- Updating the boundary records.
- Publication of Activities: Cultural, institutional or social activities organized by the company that involve community participation.
- Participation in industry events, exhibitions, talks, or other venues to promote the industry and the operation.
- Use of local radio to broadcast environmental spots, raise public awareness, and manage business.

Institutional communications is the responsibility of the Administration, Social Welfare, Social

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Responsibility, and Management departments.

5.3. COMMUNITY COMMUNICATION

MADERACRE establishes transparency and communication with communities and the social environment as the main guideline of its operations. MADERACRE's efforts to maintain fluid and effective communication further its goal of managing accurate and transparent information, helping to strengthen the trust of communities and communities in the company. After planning and a prior analysis of environmental circumstances that could influence the process, our Communications Plan will become the instrument that will define the criteria and strategies for the company's communication with the community.

5.3.1. Goals

- Keep authorities, neighbors, and the general public informed of project activities at the beginning, during, and end of the harvest.
- To inform the public and promote environmental awareness, highlighting the value of forests and biodiversity, highlighting their role in local development and their global importance in the face of climate change. Aiming to raise awareness about the importance of their conservation.
- Strengthen stakeholders' trust in the company.

5.3.2. Actions

- **Community Relations Advisory Committee:** A space created by the company to guide the company's contribution to local development using a participatory and inclusive platform. It also provides information on the main activities to be carried out during a given operating year. It is made up of representatives from the Provincial Municipality of Tahuamanu, IE Nº 53003 Elena Bertha, IEBR Secondary School Iñapari, the Native Community of Belgium, the Mothers' Club, the La Colonia Residents' Association, the Nuevo Iñapari Housing Association, and the San Isidro de Chilina Rural Settlement.
 - ✓ Type of dissemination: Invitation to Committee members by letter.
 - ✓ A communication space is scheduled twice a year.
- **Citizen Participation Workshop:** Participatory workshops are understood as the broadest mechanisms that empower citizens to inform, engage in dialogue, and express opinions regarding MADERACRE's operations. The notion of empowerment is associated with citizens' ability to monitor the company's management; transparency in public action through the exchange of information.
 - ✓ Type of dissemination: Invitation to the general population through multiple letters.
 - ✓ A communication space is scheduled twice a year.
- **Dissemination of procedures to communities and the population in the company's area**

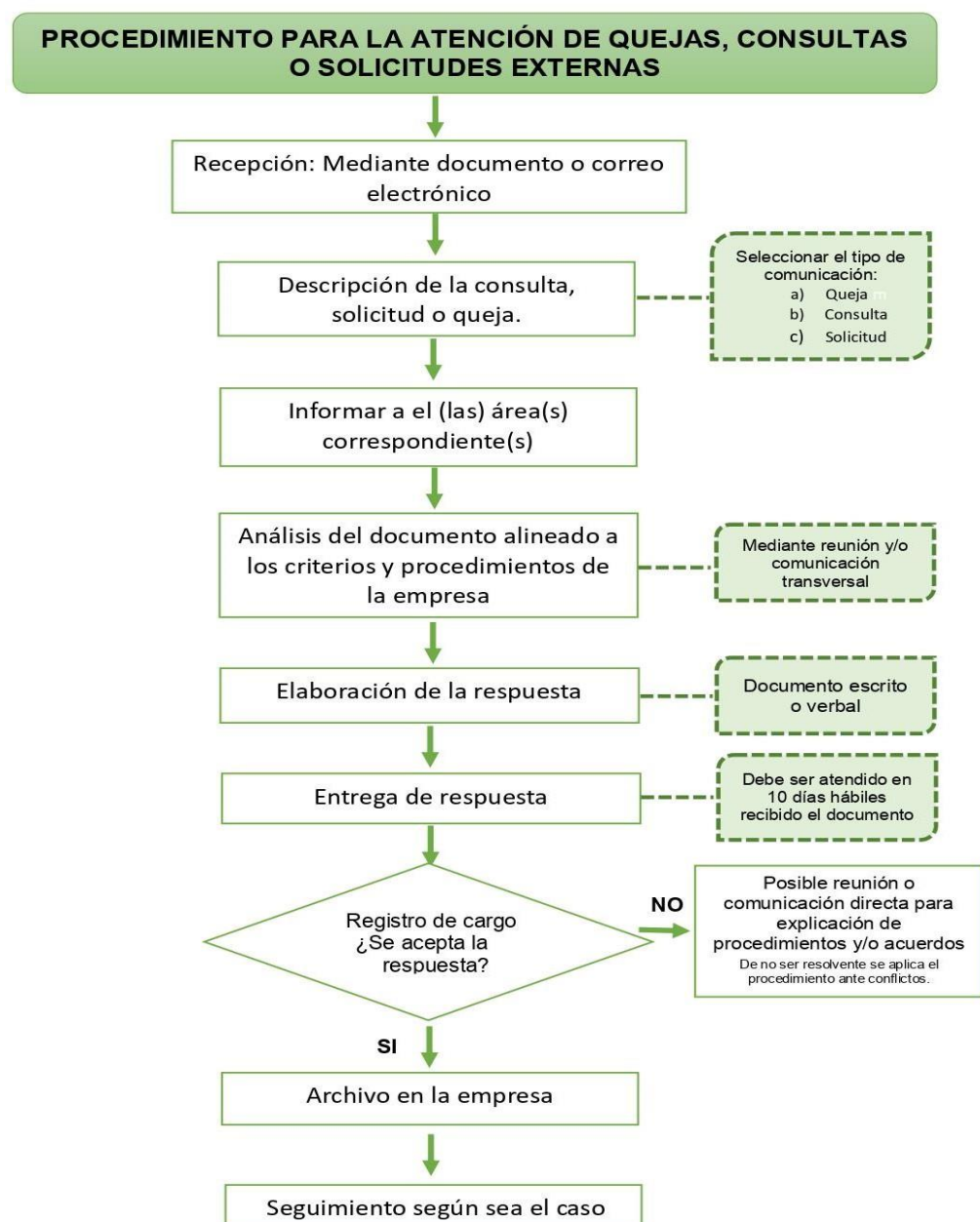
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of influence: The company's social interest procedures are disseminated.

Community stakeholders and local institutions are informed through multiple letters.

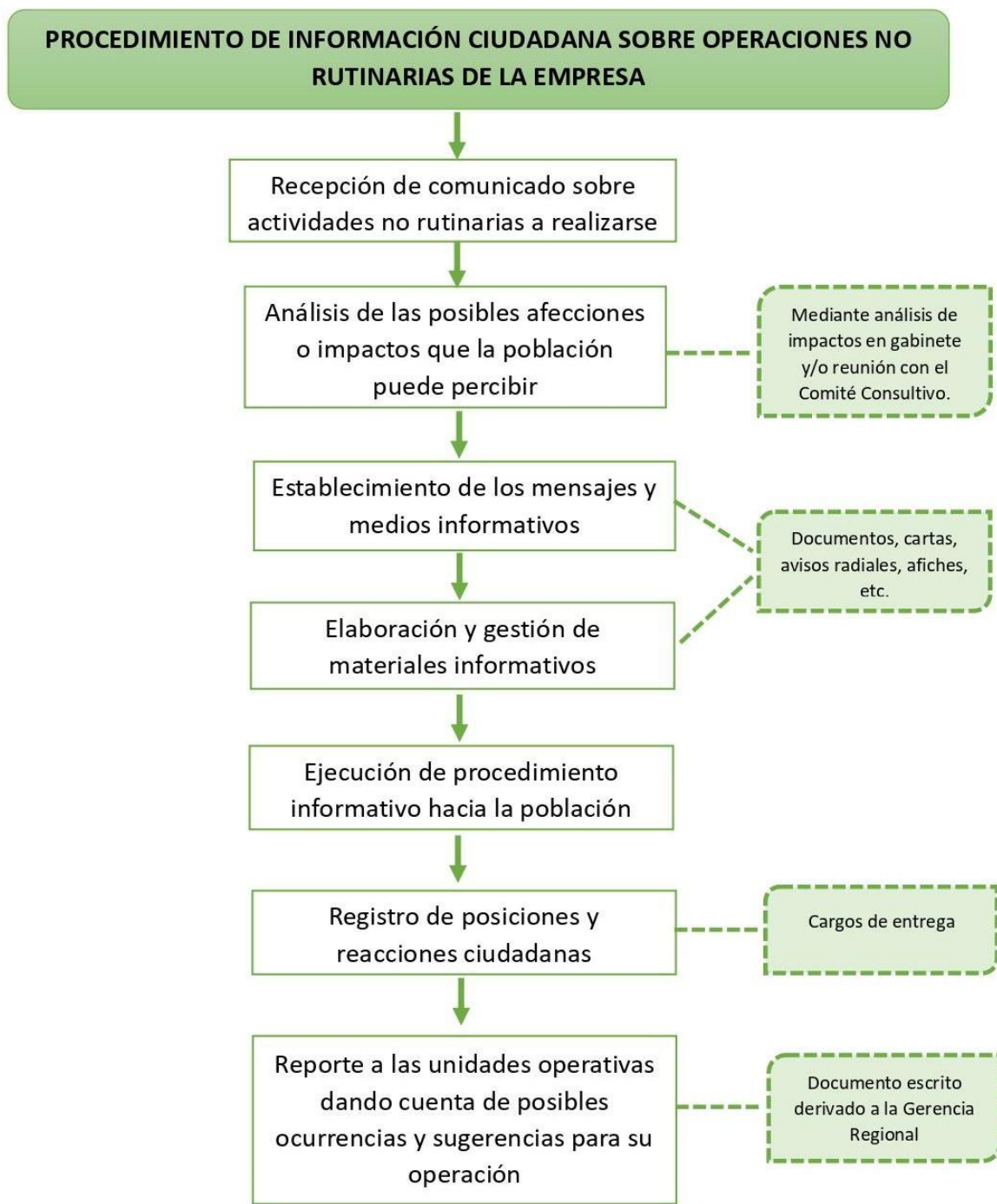
- ✓ Type of dissemination: Through multiple letters to the population.
- ✓ The dissemination is done once a year

- **Protocol for Handling Complaints, Queries or Requests:** Process by which the company addresses complaints, inquiries, or requests from the general public, whether organized or individual. The process flowchart is shown below:



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- **Protocol for Information on Non-Routine Company Activities:** process that MADERACRE follows to inform the population about non-routine activities that may affect normal social activities.



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- **Use of local radio advertisements**, as needed. To disseminate information on a mass scale.
- **Issuance of letters or requests** of written information as needed.
- **Dissemination of Email Information:** A digital medium for receiving questions, concerns, and/or complaints from the public. This information medium is disseminated through the company's various graphic messages. It also includes letters.
- **Educational activities** The environmental education program includes social activities to disseminate and promote sustainable forest management and the conservation of forests and their biodiversity in educational settings in communities or population centers, in higher education settings in the region, or in national and international settings. These activities are open to all audiences, as planned or requested by the organizers/managers of these events.
 - **Environmental education:** Develop and implement environmental information and education strategies aimed at raising awareness about the importance of environmental protection, sustainable forest management, and the conservation of forests and their biodiversity.
 - **Guided tours** Educational and/or informational guided tours are organized upon request. Upon prior authorization, tours are provided of the company's forest management and conservation operations and/or processing plant. These arrangements are generally carried out with higher education institutions at the university or technological level.
- **Dissemination of Cultural Activities and Social Programs:** Cultural, institutional, or social activities organized by the company that involve community participation and are typically announced through a mass mailing are disseminated. Results and news regarding social programs and projects such as the CEBA Project, agreements, etc. are also disseminated.
- **Personalized Attention:** Maderacre has a Social Responsibility Department in operation. The public can request and/or access assistance from the Social Responsibility Coordinator.

Community communication is the responsibility of the Social Responsibility area and the Management.

5.4. CRISIS COMMUNICATION

Crises are considered unplanned situations that can trigger chaos and require contingency measures. At the societal level, this communication and information system leads to the possibility of social conflicts and unplanned events. Along these lines, there are the Conflict Transformation Protocol and the Procedure for Addressing Potential Community Damage.

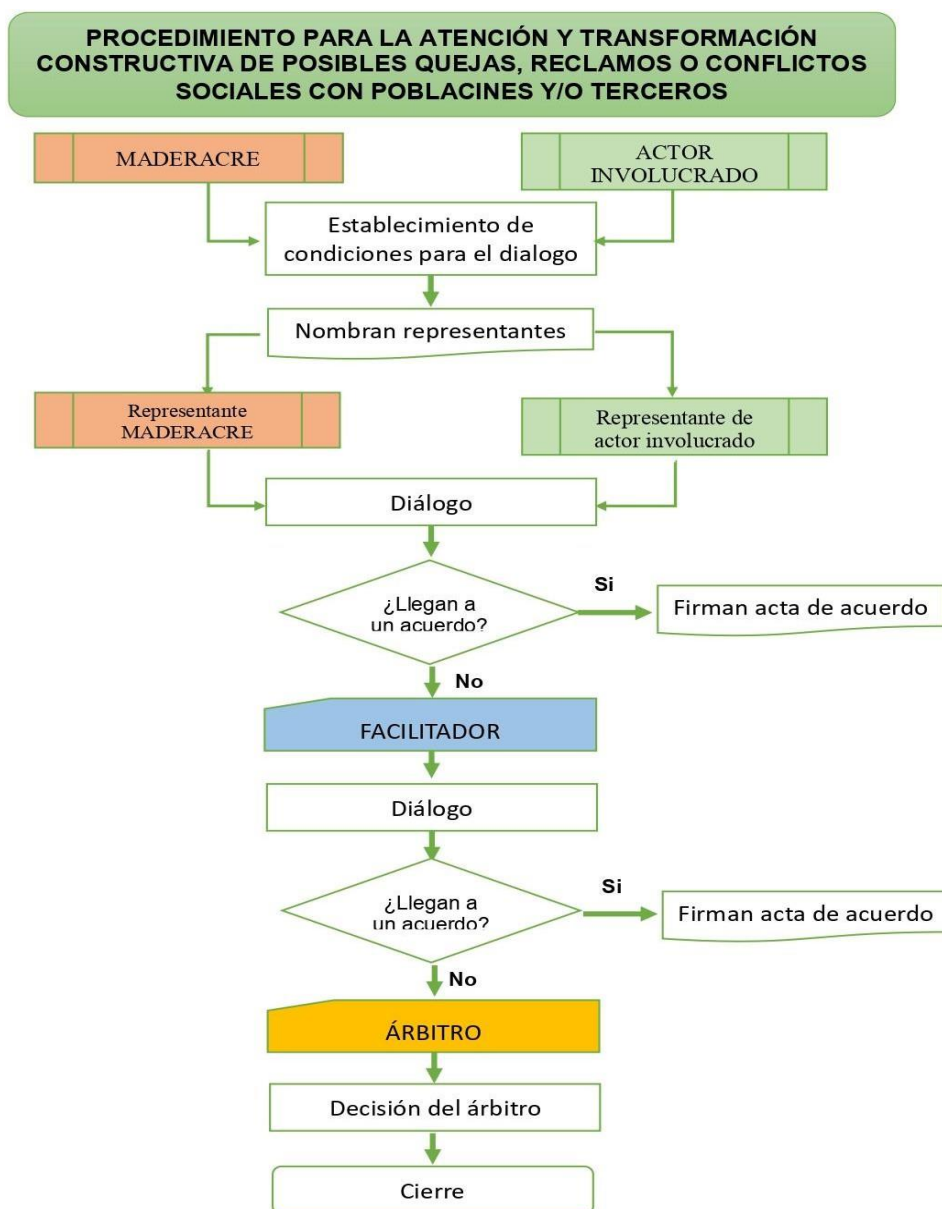
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5.4.1. Goals

Establish an appropriate reporting process for social contingencies that could have negative effects on the community and the company.

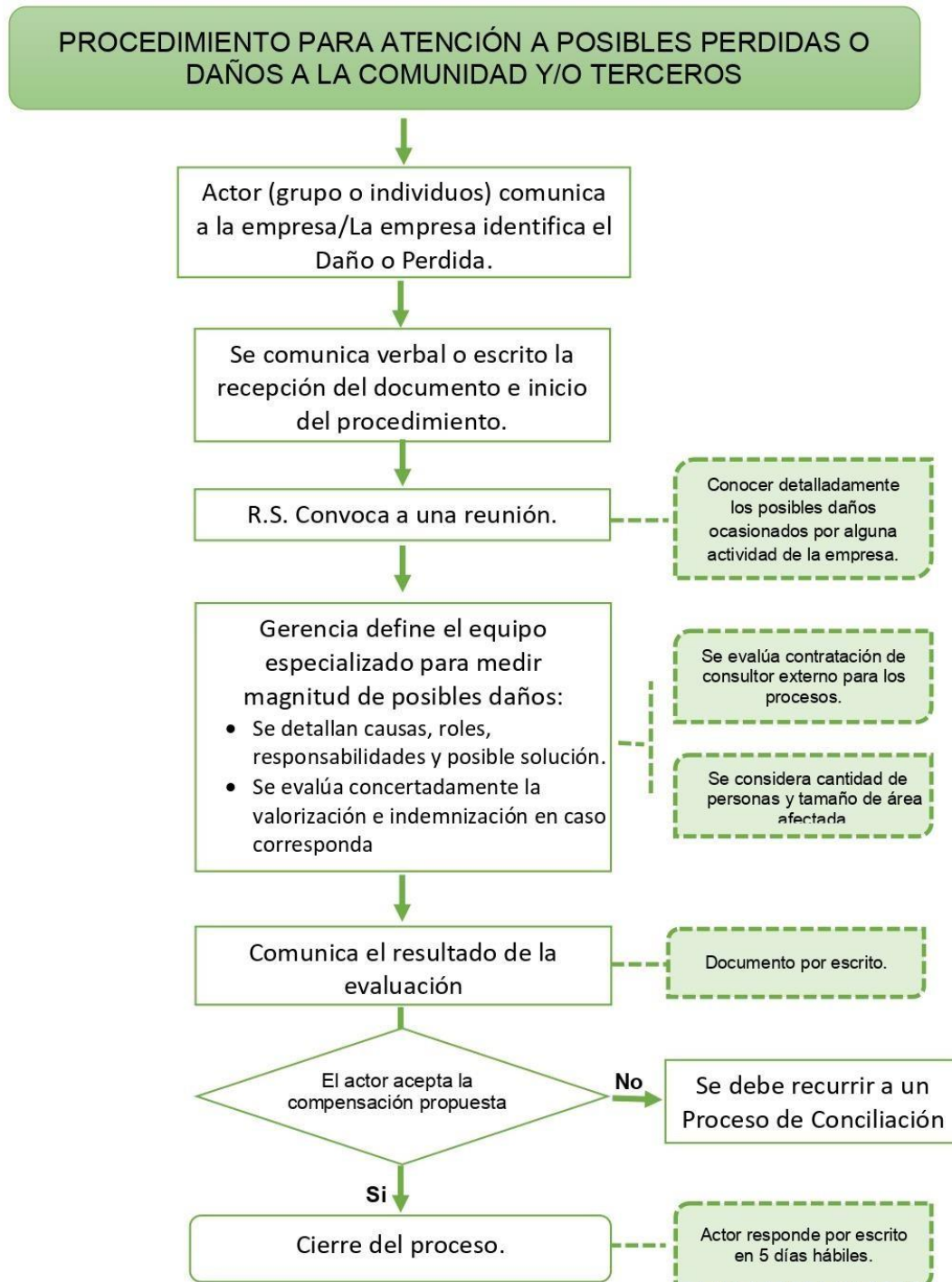
5.4.2. Actions

Procedure for Action and Transformation of Social Conflicts: Assume an early and effective communication flow to address social controversy with those involved. The communication and process flowchart is shown below:



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Procedure for addressing potential community damage: Assume an early and effective communication flow to address potential direct harm to the community with those involved. The communication and process flowchart is shown below:



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Crisis communication can involve various areas; however, it is directly linked to the Administration, Social Responsibility, and Management departments.

6. INFORMATION AND COMMUNICATION MEDIA

The following table shows the means available in the Communications Plan for each type of communication.

Table No. 1:Media and communication

Scope of Communication	Media	Areas involved
Internal	Website, WhatsApp Groups, Newsletter, Wall Newspaper, Chalkboards, Mailbox of Suggestions, MailCorporate, Radios and Internet in Camps.	Administration, Social Welfare, Human Resources, Social Responsibility.
Institutional	Offices, Letters, Corporate Emails, Workshops, Events Cultural, economic or others.	Administration, Responsibility Social and Management.
Community	Website, multiple letters or official documents, Facilitator Team, Audiovisual material, brochures, presentations, local radio, telephone, infographics, signage, banners, talks, meeting minutes, among others deemed appropriate by the area.	Responsibility Social and Management.
In the face of crisis	Letters, Official Documents, Meeting Minutes, Graphics, Signage, among others that are deemed appropriate for each case.	Administration, Responsibility Social, Management or other that corresponds.

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7. SCHEDULE AND RESPONSIBILITIES

The schedule and those responsible are detailed in the Annual Social Welfare Action Plan and the Annual Social Welfare Plan.



“Working for the forest and its people”