



2025 EXTERNAL COMMUNICATION STATEMENT

Dawn Meats is committed to continually improving communications in assisting stakeholders to better engage with the company to the mutual benefit of all. Dawn Meats recognises that good communication is essential to our Mission, Vision and Values and our goal 'to be Europe's most sustainable meat company'.

All communications activity should:

- Reflect a commitment to use the appropriate language, taking into account the relevant stakeholders;
- Be open and honest;
- Be relevant, accurate, sensitive and timely;
- Enable meaningful engagement;
- Ensure that the organisation listens to stakeholders and acts on information received where appropriate;
- Reflect the principles of confidentiality, data protection and transparency.

Dawn Meats will leverage a wide array of communication channels such as: the internet; PR; one-to-one meetings/presentations; newsletters; conferences; CSR report; audits; statutory and voluntary reporting; membership organisations; award applications; collaborations and site visits.

At Dawn Meats:

- Dawn Meats will evaluate and track the benefits gained through its communication policy on an ongoing basis.
- We will provide accurate, relevant and up-to-date information.
- We will report sustainability performance through the appropriate channels listed above.
- We will seek external certifications and accreditations to provide assurance on our sustainability credentials.
- All team members will use internal and external communication systems and equipment for Dawn Meats purposes only. Dawn Meats team members, will comply with the law when using company communication systems and equipment.
- Communication with external stakeholders, media, public representatives etc. on behalf of Dawn Meats is by approval only and or via the company appointed media consultants. Where the messaging has not been previously agreed, it should be agreed with the Group Commercial Director or another appropriate senior manager.

Niall Browne,
Chief Executive
June 2025