
Social Media Policy

**Everlast Minerals Ltd
ACN 620 278 800**

Document Controls	
Adopted by the Board on	24/02/2025
Date previously approved by the Board	
Date of next scheduled review	

1. Purpose & Scope

At **Everlast Minerals Ltd**, our digital presence reflects our commitment to transparency, responsible resource development, and stakeholder engagement. As we move towards our ASX listing and beyond, maintaining a consistent, professional, and ethical approach to social media is critical to safeguarding our brand, investor confidence, and corporate reputation.

This policy applies to all **employees, contractors, board members, and any external agencies or individuals authorized to post on behalf of Everlast Minerals Ltd**. It also provides guidelines for personal social media use when referencing the company.

2. Guiding Principles

Everlast Minerals Ltd encourages open communication, industry thought leadership, and investor engagement on social media. However, every post, comment, or interaction should align with our **core values**:

- **Integrity & Accuracy:** Our communication must be factual, precise, and aligned with regulatory standards.
- **Sustainability & Responsibility:** We acknowledge our role as a responsible mineral sands producer and ensure all messaging supports our ESG commitments.
- **Investor Confidence:** As a soon-to-be publicly listed company, we are committed to regulatory compliance and must avoid misleading, speculative, or confidential disclosures.

3. Official Company Social Media Accounts

Everlast Minerals Ltd maintains the following **official** channels for corporate communication:

- **LinkedIn:** Professional and investor updates
- **Facebook:** Community engagement and project updates
- **Instagram:** Project milestones and corporate presentations

Authorized Posting & Content Approval

- Only **designated team members** from the Marketing, Investor Relations, or Executive teams may post on behalf of Everlast Minerals Ltd.
- **All investment-related disclosures must be pre-approved** by the Executive Team and comply with ASX guidelines before publication.
- **Crisis communication** and public responses to significant events must be managed solely by the CEO or an authorized spokesperson.

4. Employee Social Media Engagement

Everlast Minerals Ltd values its employees' voices and encourages positive advocacy. However, we must maintain a **clear distinction** between personal opinions and official corporate statements.

Employees Must Adhere to the Following Guidelines:

- ✅ **Transparency:** When discussing Everlast Minerals Ltd, employees must disclose their affiliation (e.g., "Views are my own, not those of Everlast Minerals Ltd").
- ✅ **Confidentiality:** Never share **non-public information** about projects, financials, partnerships, or company decisions.
- ✅ **Respect & Professionalism:** Do not engage in **arguments, defamatory statements, or negative industry speculation** on social media.
- ✅ **Compliance with ASX Rules:** Any **market-sensitive information must first be disclosed through the ASX** before being shared on social platforms.

🚫 Prohibited Behaviors:

- Discussing **potential mergers, acquisitions, stock performance, or future financial projections** without formal company approval.
- Posting project photos, site conditions, or equipment images **without clearance from the Communications Team**.
- Making speculative comments on mineral exploration outcomes or regulatory processes.
- Engaging in **political, controversial, or discriminatory discussions** while referencing the company.

5. Social Media & Crisis Management

In the event of misinformation, negative press, or social media crises:

- **Employees must not engage or respond personally.**
- **All inquiries must be directed to the designated Corporate Communications Officer.**
- The company will release an **official statement** if necessary.

Any violation of this policy may result in disciplinary action, up to and including termination.

6. Monitoring & Reporting

Everlast Minerals Ltd actively monitors its **brand presence and mentions** across platforms. Employees and stakeholders are encouraged to report any misleading information, unauthorized disclosures, or potential reputation risks to the **Investor Relations Team**.

7. Final Statement

This policy is designed to protect Everlast Minerals Ltd's reputation, ensure regulatory compliance, and foster meaningful engagement. Social media is a powerful tool when used responsibly. We trust our team to uphold our values and contribute to a **strong, credible, and sustainable corporate presence**.

For questions regarding this policy, please contact:
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