

Guidelines for Use of the TAGS Compliant Badge for Marketing and Promotional Purposes

1.1. Purpose of These Guidelines

These guidelines govern the permitted, restricted, and prohibited uses of the TAGS Compliance Badge by recipient entities for marketing, branding, and corporate communication purposes, other than the standard display on the company profile page of the Colombo Stock Exchange (CSE).

The objective is to:

- Enable fair and responsible recognition of compliance;
- Prevent misrepresentation or implied endorsement;
- Protect the reputation of CA Sri Lanka, TAGS Awards, and capital markets.

1.2. Permitted Uses of the Compliance Badge

Subject to compliance with these guidelines and the prescribed disclaimer, the Compliance Badge may be used in the following contexts:

1.2.1 Corporate Communications

- Corporate websites (e.g. “Awards” or “Corporate Governance” sections)
- Annual reports and sustainability reports (clearly identified as relating to the specific TAGS cycle)
- Integrated reports and investor presentations

1.2.2 Marketing and Branding Materials

- Corporate brochures and fact sheets
- Press releases announcing receipt of the Compliance Badge
- Corporate presentations to investors, lenders, analysts, or rating agencies
- Digital marketing assets (company social media pages, newsletters, email signatures)

1.2.3 Recruitment and Employer Branding

- Careers pages and talent attraction materials, provided no inference of financial soundness or ethical superiority is made

Mandatory Requirement:

All permitted uses must be accompanied by the official TAGS Compliance Badge disclaimer, either adjacent to the badge or clearly referenced.

1.3. Conditions Governing All Marketing Use

Entities using the TAGS Compliance Badge must adhere to the following conditions:

1.3.1 Accuracy and Context

- The badge must always be displayed in its official, unaltered format;
- The relevant award year must be clearly stated;
- The badge must not be presented in isolation in a manner that exaggerates its significance.

1.3.2 Non Endorsement

The badge must not be portrayed or implied as:

- An endorsement by CA Sri Lanka, TAGS Awards Committee, or the CSE;
- Evidence of financial strength, solvency, prudence, or ethical superiority;
- Validation of management conduct or risk controls.

1.3.3 Temporal Validity

- Use of the badge is limited to the validity period of the relevant TAGS cycle;
- Continued use beyond that period requires revalidation through subsequent participation.

Guidelines for Use of the TAGS Compliant Badge for Marketing and Promotional Purposes

1.4. Prohibited Uses of the Compliance Badge

The Compliance Badge must not be used in the following ways under any circumstances:

1.4.1 Financial or Investment Promotion

- In prospectuses, IPO materials, rights issues, debenture offerings, or bond documentation
- In advertisements or materials soliciting investments, deposits, or financial instruments

1.4.2 Misleading Comparative Claims

- Claims suggesting the entity is “safer”, “better governed”, or “more compliant” than peers
- Statements implying regulatory approval or enhanced supervisory status

1.4.3 Modification or Co Branding

- Altering the design, wording, or colour of the badge
- Combining or co branding with other logos in a manner that implies joint endorsement

Any prohibited use may independently trigger badge suspension or revocation.

1.5. Use During Market Sensitive or Adverse Circumstances

Where an entity becomes subject to:

- Regulatory investigations,
- Publicly disclosed significant fraud or misconduct,
- Major corrective disclosures or governance breakdowns,

CA Sri Lanka will immediately start reviewing the circumstances and take appropriate action as mentioned under section 6 of this manual.

1.6. Monitoring, Enforcement, and Sanctions

1.6.1 Monitoring

CA Sri Lanka reserves the right to:

- Monitor public and digital usage of the Compliance Badge;
- Request copies or evidence of marketing materials where necessary.

1.6.2 Corrective Actions

Where misuse is identified, CA Sri Lanka may require:

- Immediate correction or removal of marketing materials;
- Public clarification;
- Temporary suspension of badge usage.

1.6.3 Escalation

Repeated or wilful misuse may lead to:

- Formal revocation of the Compliance Badge;
- Disqualification from future TAGS Awards cycles;
- Public communication of the withdrawal, where necessary to protect stakeholders.

1.7. Mandatory Disclaimer for Marketing Use

All marketing usage must display the approved disclaimer, including the following key elements:

- Badge awarded based on minimum TAGS evaluation criteria;
- Badge reflects information available at the time of assessment;
- Badge is not an assurance, certification, or endorsement;
- Continued use is subject to review or withdrawal.

Guidelines for Use of the TAGS Compliant Badge for Marketing and Promotional Purposes

Official TAGS Compliance Badge Disclaimer

The TAGS Compliant Badge is awarded by the Institute of Chartered Accountants of Sri Lanka (CA Sri Lanka) under the TAGS Awards framework and indicates that the recipient entity has satisfied the minimum compliance criteria of the TAGS evaluation process, based on its published annual report as at the date of assessment.

The TAGS Compliant Badge is granted solely on the basis of disclosures made by the entity in Annual Report for the respective year. CA Sri Lanka does not perform an audit, independent verification, or assurance engagement in awarding the badge.

Accordingly, the TAGS Compliance Badge does not constitute, and should not be construed as, an audit opinion, assurance, certification, endorsement, or representation by CA Sri Lanka, the TAGS Awards Committee, the Colombo Stock Exchange (CSE), or any associated party, regarding the entity's:

- Financial position or financial performance;
- Internal controls or risk management systems;
- Corporate governance practices;
- Ethical conduct or compliance with laws and regulations; or
- Future viability or sustainability.

The award of the TAGS Compliant Badge does not reduce or replace the responsibilities of the entity, its Board of Directors, management, auditors, or advisors to ensure the accuracy, completeness, and integrity of disclosures, nor does it substitute for independent analysis or due diligence by investors or other stakeholders.

The TAGS Compliant Badge is valid only for the relevant award cycle and reflects compliance based on information available at that time. CA Sri Lanka does not undertake to monitor events, disclosures, or developments arising after the date of evaluation.

CA Sri Lanka reserves the right, at its sole discretion, to review, suspend, or revoke the TAGS Compliant Badge where subsequent disclosures, regulatory findings, market developments, or other material information arise that may affect the basis on which the badge was awarded.

The use of the TAGS Compliant Badge is subject to the official TAGS Badge Usage Guidelines, and any misuse, misrepresentation, or application in a misleading context may result in withdrawal of the badge and such further action as may be deemed appropriate by CA Sri Lanka.

Mandatory Short Disclaimer (For All Visual & Marketing Use)

TAGS Compliant Badge awarded based on minimum TAGS evaluation criteria and disclosures available in the Annual Report of the respective year at the time of assessment. This does not constitute an audit, assurance, or endorsement and is subject to review or withdrawal.

Mandatory Placement Requirement

An embedded link within the badge will direct users to tags.casrilanka.com, where the official TAGS Compliant Badge Disclaimer will be accessible. The disclaimer must not be altered, abbreviated, or visually suppressed.