

To ensure uniformity and consistency in all official communication, Phase3 standard and specific writing conventions across communication mediums including, traditional mailing and electronic mails, are as follows:

1. **Spelling & Vocabulary:** United Kingdom (UK) English (i.e., organization NOT organisation)
2. **General Writing Style:** Persuasive/descriptive
3. **News Brief Style/Word Count:** The Nut Graph/150 words or less.
4. **Press Release Style/Word Count/Spec:** The Five Ws / 450 words or less / concise and must contain bold headline, release date, date and location, intro paragraph, body text, relevant quotes (inclusive voicing model), boilerplate and contact information.
5. **Ad Copies (Digital & Non-Digital):** Meaningful headline, keywords use, target audience specific, CTA centric and must be A/B tested.
6. **Date Writing:** flush with the left margin and written as DD-MM-YYYY (i.e., 01 May 2017).
7. **Honorifics & Titles:** Please pay heed to the appropriate honorifics, titles and prefixes to adopt for each mailing recipient (i.e., Her/His Excellency, Sir, Lady, Mr President, Mrs., Ms. Mr., Dr, PhD e.t.c.)
8. **Salutation (Correspondences):** Dear Madam or Dear Sir or Dear..., Your Excellency e.t.c.
9. **Traditional Mail Text Alignment/Variation:** "centered" (text is aligned to neither the left nor right margin).
10. **Electronic Mail Text Alignment/Variation:** "flush left" (text is aligned along the left margin or gutter).
11. **Official Font:** Century Gothic
12. **Official Font Size:** "11
13. **Formal Correspondence - Closing and Signature (Traditional Mail):** flush with the left margin and written as below:

Yours Faithfully,
For: Phase3 Telecom Limited

[space for signature]

[Name (i.e., Morayo Nwabufu (text bold))]
[Title (regular text)]

14. Formal Correspondence - Closing and Signature (Electronic Mail): Per Phase3 email communication etiquette guidelines.

CONFIDENTIAL