

CRISIS MANAGEMENT AND COMMUNICATION PLAN

JANUARY 2026

POLICY NUMBER: TMG-SEC-044

APPROVAL AUTHORITY: BOARD OF DIRECTORS



THE MAZI GROUP

1. PURPOSE

This Crisis Management and Communication Plan establishes The Mazi Group's framework for responding to crises that could impact our business, employees, customers, or reputation. Effective crisis management protects our stakeholders and enables rapid recovery across all brands: Mazi Beauty, Glam Switch, On The Go Mists, and Upvendo.

2. SCOPE

This plan applies to:

- All crisis situations affecting the company
- All brands and business units
- All employees involved in crisis response
- All geographic locations
- Internal and external communications

3. CRISIS DEFINITION

A crisis is an event or situation that:

- Threatens the health or safety of people
- Causes significant operational disruption
- Poses serious reputational risk
- Has significant financial impact
- Attracts significant media or public attention
- Requires immediate executive attention

4. CRISIS CATEGORIES

4.1 Product Safety

- Product contamination or defect
- Adverse reactions or injuries
- Product recall

4.2 Operational

- Major facility incident
- Supply chain disruption
- IT system failure
- Cybersecurity breach

4.3 Reputational

- Negative media coverage
- Social media crisis
- Executive misconduct
- Regulatory action

4.4 Natural/External

- Natural disasters
- Pandemic
- Terrorism or violence
- Political/civil unrest

4.5 Financial

- Major fraud
- Financial restatement
- Significant litigation

5. CRISIS SEVERITY LEVELS

Level	Description	Response
Level 1 - Critical	Immediate threat to life, major business impact, significant media attention	Full Crisis Team activation, CEO involvement
Level 2 - High	Serious impact, potential for escalation, media interest	Crisis Team activation, executive involvement
Level 3 - Moderate	Contained impact, limited external attention	Functional team response, monitoring

6. CRISIS MANAGEMENT TEAM

6.1 Core Team

- **Crisis Leader:** CEO or designated executive
- **Communications Lead:** CMO or PR Director
- **Legal Lead:** Chief Legal Officer
- **Operations Lead:** COO or relevant VP
- **HR Lead:** CHRO
- **Finance Lead:** CFO

6.2 Extended Team (as needed)

- Brand representatives
- IT/Security
- Regulatory Affairs
- Customer Service
- External advisors (PR, legal)

6.3 Team Responsibilities

- Assess situation and severity
- Make response decisions
- Coordinate response activities
- Approve communications
- Manage stakeholder relations
- Monitor and adjust response

7. CRISIS RESPONSE PROCESS

7.1 Phase 1: Detection and Assessment

- Identify potential crisis
- Gather initial information
- Assess severity level
- Notify Crisis Team

- Activate response

7.2 Phase 2: Response

- Convene Crisis Team
- Establish command center
- Develop response strategy
- Execute response actions
- Communicate with stakeholders
- Document all actions

7.3 Phase 3: Recovery

- Restore normal operations
- Continue stakeholder communication
- Address ongoing issues
- Monitor for recurrence

7.4 Phase 4: Post-Crisis

- Conduct post-crisis review
- Document lessons learned
- Update plans and procedures
- Recognize response team

8. CRISIS COMMUNICATION

8.1 Communication Principles

- Be first, be right, be credible
- Communicate with empathy
- Be transparent and honest
- Provide regular updates
- Speak with one voice

8.2 Spokespersons

- Designated spokespersons only
- CEO for major crises
- Media training for spokespersons
- Consistent messaging

8.3 Stakeholder Communication

Employees

- Inform early and often
- Provide guidance on external inquiries
- Support employee well-being

Customers

- Proactive communication
- Clear information on impact
- Support and remediation

Media

- Prepared statements
- Press conferences if needed
- Media monitoring

Regulators

- Required notifications
- Cooperation with investigations
- Compliance with requirements

Investors/Board

- Timely briefings
- Material disclosure requirements

8.4 Social Media

- Monitor social media

- Respond appropriately
- Coordinate with overall messaging
- Address misinformation

9. SPECIFIC CRISIS SCENARIOS

9.1 Product Recall

- Activate recall procedures
- Notify regulators
- Customer communication
- Retailer coordination
- Replacement/refund process

9.2 Data Breach

- Follow incident response plan (TMG-SEC-020)
- Regulatory notifications
- Customer notification
- Credit monitoring if needed

9.3 Workplace Incident

- Employee safety first
- Emergency services coordination
- Family notification
- Employee support

10. CRISIS RESOURCES

10.1 Command Center

- Primary and backup locations
- Communication equipment
- Virtual command center capability

10.2 Contact Lists

- Crisis Team contacts
- Key stakeholder contacts
- External advisor contacts
- Regulatory contacts

10.3 Templates

- Holding statements
- Press release templates
- Employee communication templates
- Customer communication templates

11. TRAINING AND TESTING

- Crisis Team training
- Media training for spokespersons
- Annual crisis simulations
- Tabletop exercises
- Plan updates based on exercises

12. DOCUMENTATION

- Document all crisis activities
- Maintain decision log
- Record communications
- Preserve evidence
- Post-crisis report

13. RELATED POLICIES

This plan should be read in conjunction with:

- TMG-SEC-015: Business Continuity and Disaster Recovery Plan
- TMG-SEC-020: Incident Response and Data Breach Notification

- TMG-SEC-025: Health, Safety, and Wellness Policy
- TMG-SEC-043: Enterprise Risk Management Policy

14. PLAN REVIEW

This plan shall be:

- Reviewed annually
- Updated after crises or exercises
- Approved by CEO
- Distributed to Crisis Team

15. DEFINITIONS

- **Crisis:** Event threatening significant harm to people, operations, or reputation.
- **Crisis Team:** Cross-functional team responsible for crisis response.
- **Holding Statement:** Initial statement acknowledging situation while details are gathered.
- **Command Center:** Location where Crisis Team coordinates response.

Crisis Hotline:

Operations Department
operations@mazigroup.us