



DBN
Development
Bank of Nigeria

...Financing Sustainable Growth

DEVELOPMENT BANK OF NIGERIA PLC

COMMUNICATION POLICY

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A current version of this document will be available to members of staff on the corporate intranet. This document has been issued on a version- controlled basis to the following:

NAME	STATUS	DATE OF ISSUE	ISSUE NO
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NOTE:

This document comprises of two segments: The External Communication Policy and Internal Communication Policy.

Development Bank of Nigeria (DBN) Plc Communication Policy – Abridged Version

1. Purpose

The Communication Policy establishes the framework guiding how the Development Bank of Nigeria (DBN) Plc communicates with its stakeholders.

The policy aims to:

- Define communication goals, processes, and tools.
- Ensure consistent messaging about DBN’s corporate identity, services, and initiatives.
- Support the Bank’s core objective of financing Micro, Small and Medium Enterprises (MSMEs) across Nigeria.

2. Overview of DBN

DBN is a wholesale Development Finance Institution created to address financing challenges faced by MSMEs and small corporates in Nigeria.

It provides:

- Long-term financing through Participating Financial Institutions (PFIs)
- Partial credit guarantees
- Technical assistance to financial intermediaries.

Effective communication is essential for engaging stakeholders and promoting awareness of DBN’s contributions to economic development.

3. Goals of the Communication Policy

The policy aims to ensure communication that is:

- **Transparent and consistent**
- **Timely and credible**
- **Accessible through official channels**, particularly the DBN website.

Overall communication will position DBN as a **results-driven institution focused on sustainable MSME growth**.

4. Communication Goals

DBN's communication strategy seeks to position the Bank as:

- Nigeria's **leading development finance institution for MSMEs**
- A trusted and credible partner for financial institutions, government, and development partners.

Key priorities include:

- Strengthening brand awareness and reputation
- Enhancing stakeholder engagement
- Improving internal communication
- Promoting consistent messaging.

5. Target Audiences

DBN communication focuses on four primary groups:

1. **End Users (Borrowers / MSMEs)**
2. **Participating Financial Institutions (PFIs)**
3. **Internal Stakeholders (Staff)**
4. **External Stakeholders**
 - Government
 - Regulators
 - Shareholders
 - Development partners
 - General public

6. Key Communication Messages

Core positioning messages include:

- DBN is Nigeria's **leading wholesale development finance institution.**
- The Bank provides **long-term financing to MSMEs across sectors.**
- DBN operates with **transparency, ethical standards, and financial sustainability.**

- DBN offers **competitive financing and technical support to financial institutions**.
- The Bank is staffed by **experienced financial and development professionals**.

7. Key Communication Objectives

The communications function is built around three pillars:

1. Inform

Raise awareness about DBN's role, services, and impact.

2. Engage

Encourage interaction with stakeholders through campaigns, events, and outreach.

3. Listen

Collect and act on stakeholder feedback to improve services and processes.

8. Communication Principles

All DBN communication must be:

- **Accurate**
- **Transparent**
- **Relevant**
- **Timely**
- **Consistent**

Communication should keep stakeholders informed about:

- DBN products and services
- Banking sector developments
- Regulatory and compliance matters
- Corporate initiatives.

English is the primary communication language, but communication may also be delivered in major Nigerian languages, when necessary.

9. Operational Communication Practices

9.1 Brand Management

DBN maintains strict brand guidelines covering:

- Logo usage
- Corporate stationery
- Marketing materials
- Advertising
- Digital and website formats
- Signage and promotional materials.

These standards ensure consistent visual identity across all communications.

9.2 Official Spokesperson

- The **Managing Director/CEO** is the official spokesperson of DBN.
- Senior management may speak on behalf of the Bank when authorized.
- Corporate Communications coordinates all public statements and media engagement.

9.3 Major Communication Channels

DBN uses several tools to communicate with stakeholders:

- Advertising (print, digital, electronic)
- Press releases
- Official website
- Intranet
- Annual reports
- Internal newsletters
- Social media platforms.

9.4 Media Engagement

DBN engages with the media through:

- Press releases
- Interviews with senior management
- Press briefings and conferences
- Official statements on key developments.

The Bank may also sponsor events or participate in partnerships that support its brand visibility and development objectives.

9.5 Investor Relations

Investor relations activities are led by senior management, including:

- Managing Director/CEO
- Chief Financial Officer
- Other executive leaders.

Key responsibilities include:

- Communicating financial performance
- Providing guidance on macroeconomic trends
- Engaging analysts and investors through presentations and briefings.

9.6 Crisis Communication

During reputational or operational crises:

- The MD/CEO or authorized executives issue official statements.
- Clarifications may be released through press conferences, press releases, and the DBN website.
- Communication must be accurate and timely to protect the Bank's reputation.

10. Implementation and Monitoring

The Corporate Communications Department is responsible for implementing the policy.

Key responsibilities include:

- Communication strategy development

- Brand management
- Media monitoring
- Crisis response planning
- Digital communication management
- Internal communication coordination.

Performance is monitored through periodic evaluation of communication activities and outcomes.

11. Responsibility

Effective communication is a **shared responsibility across the Bank**.

- The **Corporate Communications team** sets standards and manages communication channels.
- **Executives, department heads, and managers** ensure information flows effectively within their teams.
- **All employees** are expected to communicate professionally with stakeholders.

12. Policy Dissemination and Review

- The Communication Policy is available on the **DBN website and intranet**.
- It is reviewed **every two years** and approved by the Board.

Internal Communication Policy (Summary)

Purpose

The Internal Communication Policy establishes a framework for effective communication among DBN staff, management, and internal stakeholders.

Core Principles

Internal communication should be:

- Open
- Honest
- Accurate

- Timely
- Clear
- Consistent
- Responsive to feedback.

Objectives

Internal communication aims to:

- Provide staff with necessary information to perform effectively
- Encourage employee engagement and feedback
- Promote organizational values
- Strengthen morale and productivity.

Communication Methods

Key internal communication channels include:

- Intranet
- Email
- Newsletters
- Staff meetings
- Videos and presentations
- Internal campaigns.

Face-to-face communication is encouraged as the most effective method.

Governance

- The **Head of Corporate Services** oversees internal communications.
- Mass communication to all staff must be approved by authorized leadership.

Staff Responsibilities

Employees are expected to:

- Stay informed about internal communications

- Participate in meetings and consultations
- Raise concerns through appropriate channels.

Managers must:

- Communicate organizational developments to their teams
- Encourage dialogue and feedback
- Ensure staff understand policies and objectives.

Expected Outcomes

Effective communication within DBN will lead to:

- Stronger institutional reputation
- Better employee engagement
- Clear organizational direction
- Improved service delivery
- Higher productivity and trust among staff.