
COMMUNICATION POLICY AND SPOKESPERSONS OF CEMIG

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1. INTRODUCTION

1.1 The Communication Policy of Companhia Energética de Minas Gerais – CEMIG aims to establish guidelines, criteria and values that guide the definition of strategies and the creation of actions or communication materials of the Company.

1.2 CEMIG's Communication Policy explains the practices it adopts within the scope of communication in favor of the guarantee of human rights, sustainability and corporate social responsibility.

1.3 It is an instrument that reiterates the Company's commitment to the transparency of its management, making public the assumptions and foundations that guide it in defining communication strategies and tactics.

1.4 CEMIG is a consolidated and prestigious brand in the national market, being recognized as one of its segment's largest and best-managed organizations. This recognition was achieved through efficiency and excellence in management and the geographical and business scope of its operations, considering the various topics to which it is dedicated in the energy field.

1.5 This Communication Policy details all business communication concepts and initiatives. It aims to ensure that they are equally understood, disseminated and practiced by all directors, superintendents, managers and service providers in the Company's communication area.

2. COMMUNICATION MISSION

2.1 Contribute to CEMIG's Mission, Strategy and Actions based on excellence in communication with the various audiences with which the Company relates, such as government and electricity sector authorities, shareholders, investors, customers and consumers, the scientific community, suppliers and service providers, employees, society, communities and the press.

3. COMMUNICATION OBJECTIVES

3.1 Maintain and strengthen the brand's credibility and sustain the aggregation of values in relationships with the Company's relevant audiences to ensure a strong and positive reputation.

4. CEMIG'S COMMITMENT TO COMMUNICATION AND STAKEHOLDERS

4.1 CEMIG assumes a prominent position in the energy sector, in the national and international economic scenario and in the economy of the states, regions and municipalities in which it operates.

4.2 CEMIG develops its business from a sustainability perspective. The Company's economic strength and guarantee of current and future viability are based on respect for the environment and the defense of social well-being.

Respect for stakeholders' interests, from shareholders to the local community, suppliers to customers, press, employees, students, non-governmental organizations and public administration, is a crucial premise of CEMIG's performance that reconciles this respect with the defense of its rights and obligations.

4.3 Communicating in a transparent, open, dialogical and interactive way is part of the attitude that the Company takes in its relations with interested parties, that is, all those who are in its sphere of influence and who interact with it. Trust, credibility and cooperation are fundamental to communication policy with its audiences.

4.4 CEMIG's communication actions must always include the following relationship audiences and the following objectives in the distribution of information:

4.4.1 **Shareholders/investors** – regular and accurate information about CEMIG's business and results; clear and widely disclosed corporate governance model.

4.4.2 **Residential customers** – improvement of the dialogue between the Company and its residential customers through investment in disseminating information on consumption adequacy, energy efficiency, population safety in transmission network areas and relationship channels with CEMIG.

4.4.3 **Corporate customers** – continuous communication, aiming to bring and retain the Company's corporate customers, understand their sectoral demands and facilitate the process of developing solutions, allowing innovations to be implemented with greater ease and agility.

4.4.4 **Local community** – support for developing projects in the communities where CEMIG operates, in close collaboration with solidarity institutions, civil society institutions and the government.

4.4.5 **Employees** – contributes to promoting the professional development and quality of life of employees and teams from dynamic systems of formal and informal communication; respect for the right of association and freedom of expression.

4.4.6 **Students** – support the development of school activities through collaboration and direct service.

4.4.7 **Suppliers** – CEMIG maintains, through communication, its commitment to partnership relations and the development of suppliers, disseminating practices and procedures that it adopts in search of business excellence, especially in the scope of respect for the environment and people, offering its suppliers the opportunity to meet and embrace them.

4.4.8 **Government** – being a mixed nature company, with the participation of the State in its management, CEMIG strives to provide regular and accurate information on the Company's results, ensuring that the alignment of actions and investments of the organization with public policies is communicated.

4.4.9 **Press** – support for the work of the local, national and international press, with the dissemination of news and information, in addition to direct and effective service to these opinion makers.

4.4.10 **Other public** – the attitude of permanent dialogue with the local and national Government, with the media, with the professional associations of which CEMIG is part and other concessionaires, with the union organizations representing workers, with Non-Governmental Organizations (NGOs), with universities, regulatory agencies, national and international agencies.

4.5 Responsibly developing the business requires a great deal of communication effort.

CEMIG is aware of the way to go and the permanent effort to integrate this policy at all levels of the organization.

5. SPOKESPERSONS

5.1 The Superintendence of Business Communication (CE) must be immediately activated in case of direct contact of press professionals with the spokespersons so that they receive the appropriate guidance.

5.1.1 Based on prior guidance, CEMIG may publicly represent, in front of the media, the professionals holding the following positions:

Chief Executive Officer

Deputy Chief Executive Officer

Directors

And those previously authorized by the Superintendence of Business Communication (CE, Comunicação Empresarial)

5.2 Considerations:

5.2.1 The matters to which spokespersons may speak are restricted to the areas of activity to which they are linked unless authorized by the CE to address complementary or corporate matters.

5.2.2 The CE may authorize professionals linked to Special Projects and Programs to speak publicly on behalf of the Company about initiatives related to these projects and programs.

5.2.3 Only employees who belong to CEMIG's staff officially speak for the Company.

5.2.4 The spokesperson, if necessary, may delegate to team members the responsibility of formally representing the institution in specific and specific situations, provided that previously authorized by the CE. In this case, the spokesperson is responsible for adequately preparing their replacement.

5.2.5 Professionals authorized to speak to the media will preferably undergo media relationship training to prepare themselves to manage the demands, journalistic coverage styles and challenges they may encounter when in contact with media professionals. These professionals will only be contacted through the CE that has professionals specialized in the subject.

5.2.6 Subjects communicated externally through the press, seminars, debates, online broadcasts, releases, advertising materials and other means must be aligned with the principles of governance, with internal policies, rules and instructions, with the Company's Long-Term Strategy and Multiannual Business Plan, with the legislation that governs publicly traded companies and with the rules of the Brazilian Securities and Exchange Commission (CVM, Comissão de Valores Mobiliários).

6. PRINCIPLES OF COMMUNICATION

Principle 1

CEMIG's values will permeate all communication and brand construction. They must be identified as the "CEMIG DNA", with the strategies, actions and materials developed and used by the Company.

It means that:

- a) suppliers must ensure integrity, ethics, wealth, and social responsibility and translate enthusiasm for work and entrepreneurial spirit into the products provided;
- b) CEMIG's communication professionals must guide suppliers and/or internal customers and ensure that these values are translated into the products and services provided when approving the demands.

Principle 2

The Company's image is an intangible asset of immeasurable value, built over an existence. This amount is transferred to the "CEMIG" brand, which deserves the same care given to the image since where the "CEMIG" brand is located will be the "CEMIG" Company.

It means that:

- a) the principles of CEMIG's communication policy are aligned with CEMIG's Declaration of Ethical Principles and Code of Professional Conduct, with the governance criteria and, in particular, with the relevant legislation;
- b) the CEMIG brand translates the Company's sustainability strength;
- c) CEMIG's visual identity and image have strategic and economic value because they translate technical quality and a culture based on coherence, dynamism and joint and directed effort in the Company;
- d) the Communication area and all employees and communication suppliers must manage the use of the CEMIG brand efficiently, seeking to increase its value and preserve the Company's reputation, analyzing and avoiding risks through the misuse of the brand;
- e) CEMIG and its employees take care of the brand, image and visual identity in any manifestation of the Company and in advertising campaigns, maintaining their original characteristics, even if they have specific brands;
- f) CEMIG protects the knowledge it generates through proper registration with the National Institute of Intellectual Property (INPI, Instituto Nacional da Propriedade Intelectual) and other official agencies. Its technological processes, management and trademarks of programs are its intellectual property (industrial property and copyright and the control of the use of its image);
- g) CEMIG prohibits using icons or symbols that interfere with the correct application of the "CEMIG" brand when disclosing administrative unit events, programs, projects or nomenclatures.

Principle 3

CEMIG is a government-controlled company with investor shareholders from the private and public sectors, the latter represented by the Government of the State of Minas Gerais.

It means that:

a) CEMIG's communication considers and acts in line with public policies established by the State, especially those in force for the energy sector and also in the areas where it operates or invests, contributing to development (culture, sports, economic and social development, etc.);

b) CEMIG's trademark is applied with the trademark of the Government of the State of Minas Gerais in all parts that the Company signs, except in periods preceding electoral processes, following the provisions of law regulating the communication of the government and public institutions in this period.

Principle 4

CEMIG respects public spaces and the privacy of its consumers.

It means that:

a) CEMIG does not disclose data or make improper use of information regarding its consumers;

b) only authorized persons can access CEMIG customer information and must ensure confidentiality and ethical conduct in the handling of data;

c) access to this information has business administrative purposes, and the Company formalizes the maintenance of confidentiality with employees who have access to this data.

Principle 5

CEMIG guarantees that the truth supports the information produced and disseminated by it, is accurate, clear, and timely, preserves the trust of the customer and the public in the Company, and complies with current laws.

It means that:

a) CEMIG does not use false or partially correct information in its communication materials, ensuring accuracy, transparency, objectivity and presentation of evidence in the provision of information to its various audiences;

b) CEMIG guarantees that the information distributed by it follows the legislation of the countries, states and municipalities in which it operates;

c) CEMIG communicates with the press and the general public, passing on all necessary information and does so through professionals authorized to speak on behalf of the Company;

d) CEMIG distributes business information democratically and equitably, ensuring that there is no privileged access by certain professionals and vehicles to the detriment of others;

e) CEMIG prepares employees for the relationship with the press.

Principle 6

f) CEMIG protects and respects the copyright and production rights – both of it and its suppliers – concerning the materials demanded by it, following the clauses in force in each contract.

It means that:

a) CEMIG recognizes the authorship of communication products requested by it;

b) CEMIG does not assume authorship for works performed by suppliers or service providers except when previously authorized. E.g., purchase of images, structuring of cases for prizes, etc.;

c) CEMIG publicly discloses information about the work team involved in each project, highlighting in the “Expedient” field of the publications the professionals responsible for the work.

Principle 7

CEMIG protects its intellectual property (industrial property and copyright) and controls the use of its trademark.

It means that:

a) CEMIG takes care of the brand, image and visual identity in the Company's communication activities and materials, ensuring that the original characteristics of the brand are preserved and respected;

b) CEMIG does not allow the use of icons or symbols that change the brand or interfere with its application;

c) the use of the “CEMIG” trademark associated with other companies, initiatives or products must be formally authorized by the CE;

d) CEMIG employees must safeguard strategic or confidential information, disclosing it only with specific authorization.

Principle 8

CEMIG respects the environment and designs, plans and develops its communication activities considering the implications related to the environment.

It means that:

a) CEMIG guides its communication suppliers regarding the Company's preference for the use of materials that reduce the impact or harm to the environment;

b) CEMIG privileges the use of communication materials that may be sent for recycling in the future;

c) CEMIG has a specific Services Instruction to regulate the procedures and communication linked to social and environmental negotiations and initiatives, translated into *IS-48 – Social and Environmental Negotiations at CEMIG*.

Principle 9

CEMIG works so that internal communication and the Company-employee relationship are guided by transparency and truth to create a channel of approximation and integration between people and the Company and its employees.

It means that:

a) CEMIG has strategies and staff dedicated to improving internal communication;

b) CEMIG understands that communication is a strategic tool for integrating its employees and constructing a relationship of trust between the Company and the team.

Principle 10

CEMIG incorporates, in its communication practices, the principles of social responsibility and the premises of the Global Compact.

It means that:

- a) CEMIG promotes diversity, ensuring that its communication is represented people of different ethnicities, ages, and biotypes, not discriminating against people for whatever reason;
- b) CEMIG guarantees that in its communication supply chain, there is no exploitation of a child or slave labor;
- c) CEMIG works so that labor rights are respected in its communication supply chain.

Principle 11

CEMIG privileges informative communication, making pedagogical use of it to, in addition to informing, contribute to the formation and transformation of awareness of its audiences.

It means that:

- a) CEMIG is concerned with the quality of the information it produces, taking advantage of communication opportunities to transmit values and practices that contribute to the formation of an awareness of sustainability, respect for human rights and preservation of the environment.

Principle 12

CEMIG uses communication in an effort to disseminate and encourage the adoption of practices aimed at the sustainability of society, stimulating the exercise of citizenship and always fighting to improve the quality of life of the population and their health and in defense of the environment.

It means that:

- a) communication is an instrument for the exercise of social responsibility of CEMIG and is used to promote human and social development and disseminate practices aimed at sustainability.

Principle 13

CEMIG ensures the coherence of the content it produces and distributes with its values, practices, and procedures.

It means that:

- a) CEMIG effectively practices the concepts and values it communicates and transmits.

Principle 14

CEMIG guarantees your information's classification and proper process throughout its life cycle.

It means that:

- a) CEMIG effectively practices the rules and procedures defined in Communication Instruction IC-45 – Classification of Cemig Information and IC-49 - Processing of Cemig Information in all communication or transmission of its information.

7. COMMUNICATION GUIDELINES

7.1 CEMIG must apply the principles of corporate governance, sustainable development and social responsibility within the scope of its communication, promoting transparency and the participation of people in its internal and external processes.

7.2 CEMIG's communication strategy must be structured based on surveys and image assessment audits of the organization, its actions, public satisfaction with the services provided and the Company's contribution to social, cultural and economic development in the locations where it is present.

7.3 It must include:

- Internal communication – dissemination of business and public utility information (social, cultural, economic, etc.), ensuring employees' access to both institutional and administrative updates and topics that contribute to and promote their quality of life;
- External communication – guided by the continuous reinforcement of the existing links between the Company and its stakeholders, bringing CEMIG closer to the segments with which it relates, either in proactive actions or in response to specific demands identified;
- Procedures for risk and crisis management.

7.4 The contents and events produced by CEMIG must:

- Follow the premises of CEMIG's Declaration of Ethical Principles and Code of Professional Conduct, which describes 12 institutional guidelines adopted by the Company;
- Contribute to the construction of trust between the Company and its audiences, structuring itself in the transparency and objectivity of information;
- Promote sustainability directly or indirectly, either by the disseminated content or by the use of technologies, materials or procedures that contribute to the awareness of the population and formation of critical mass for the change of habits and establishment of a new pro-sustainability culture;
- Promote diversity, valuing and contemplating different audiences without discrimination of gender, ethnicity, age, religion, sexual orientation, ideology and political position;
- Promote social inclusion, contemplating minorities and promoting, whenever possible, income generation.

Reliability is guaranteed by CEMIG, which prohibits disclosure and/or inappropriate use for brand promotion purposes, information about its customers and/or other interested parties.

7.5 CEMIG respects public spaces and the privacy of its consumers and partners, determining that communication:

- Do not convey misleading, abusive information that incites violence, that violates human rights, or incites the degradation of the environment;
- Restrain the exploitation of fear or superstition;
- Does not benefit from the immaturity of the judgment of children or vulnerable groups;

- Cultivate respect for the environment.

7.6 Communication actions must be integrated to reflect a unique and strong image of CEMIG with all its priority audiences.

7.7 CEMIG's communication must be approached from a systemic perspective that contemplates the companies of the CEMIG Group. Thus, each company and/or business of CEMIG Group must be considered part of the whole and cannot be treated in isolation or on time.

8. GENERAL GUIDELINES

8.1 All procedures related to communication management, defined in specific instructions, must be under this Policy and, once disclosed, become an integral part of it.

Glossary:

Consumer / customer

"The recipient of the organization's products should be considered. It can be an individual or legal entity. It is who acquires (buyer) and/or who uses the product (user/consumer)." (PNQ)

Copyright: category of intellectual property that results from the creation of the human mind and protects creators of literary and technical works, drawings, photographs, videos, music, audio tapes, computer programs etc., from the use and improper commercialization of their works.

Company: the entirety of any organization or business entity, generally for profit, including all employees (i.e., directors, officers, management, supervisors and other employees, whether directly employed, contracted or otherwise representing the company).

Supplier: is the generic designation that includes "executor of works", "service provider," and "material supplier".

Visual identity: It is the expression and language of the brand in symbols, design and all visual elements, which must be consistent with the concept of the brand, its values, culture and beliefs.

Image: what happens and is captured as the general public's opinion. It is a collection of perceptions and beliefs, both past and present, that resides in the consciousness of its various audiences. In every contact, experience, rumor, and media mention are built over the years, forming an overall impression about what the company believes, its values and behavior.

Brand: It is what remains of the relationship between the internal audiences of the company with its external stakeholders, whether through the purchase of a product or service, the service received, the speech of the president, or the experience of the audiences in this relationship. Thus, the brand is a cultural phenomenon, a culture, values and principles that materialize in the relationship with the company's stakeholders, including employees, customers, consumers, media, NGOs, financial markets, and government, among others.

Communication material: graphic materials, gifts, boards, banners, buttons, films, audiovisual videotapes, newspapers, reports, internet pages, etc.

Global Compact: The Global Compact is an international voluntary movement led by the United Nations – UN to promote responsible development and encourage the practice of Corporate Social Responsibility. Created in 1999, the Global Compact invites companies to adopt and support ten principles of conduct covering four broad areas: human rights, employment, the environment and anti-corruption practices.

Partners: institutions or individuals with which CEMIG establishes two-way relationships, aiming to reach common objectives.

Partnerships: a two-way relationship where partners share resources to exchange mutual benefits and reach common goals. They aim to integrate the organization with the community, obtain resources and give visibility to their organization.

Advertising: all advertising paid by the company, such as institutional and service announcements, clarifications to society, legal nature, power interruption, recruitment, etc.

Public Policies: guidelines a government adopts that guide the investment of public resources it manages. They arise from specific demands and needs of the community and, at their best, result from mobilizations and interaction between organized civil society and the government. They are implemented in legislation, administrative routines, plans, programs or projects administered by the government.

Social Responsibility: it is the form of management that is defined by the ethical and transparent relationship of the company with all the audiences with which it relates and by the establishment of business goals that boost the sustainable development of society, preserving environmental and cultural resources for future generations, respecting diversity and promoting the reduction of social inequalities (Ethos Institute).

Stakeholder: Any player (person, group, entity) with a relationship or (direct or indirect) interest with or in the organization. (Internal or External) Players who affect or are affected by the objectives or results of a given organization to different extents insofar as they bring together some basic attributes: power, legitimacy and urgency.

Original document signed by:
ADÉZIO DE ALMEIDA LIMA
Chairman of the Board of Directors