
CEMIG'S COMMUNICATION AND SPOKESPERSON POLICY

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1. INTRODUCTION

1.1 The purpose of the Communication Policy of Companhia Energética de Minas Gerais – CEMIG is to establish guidelines, criteria, and values that guide how strategies are defined and how communication actions or materials are created for the Company.

1.2 The Communication Policy of CEMIG explains the practices it adopts in the field of communication to guarantee 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 the premises and fundamentals that guide the defining of its communication strategies and tactics available to the public.

1.4 CEMIG is a consolidated and prestigious brand in the domestic market, recognized as one of the largest and best managed organizations in its segment. This recognition was earned through efficiency and excellence in management, and through the geographic and business scope of its operations, considering the many themes to which the Company dedicates itself within the scope of the electricity sector.

1.5 This Communication Policy details all corporate communication concepts and initiatives, and aims to ensure they are equally understood, disseminated, and practiced by all boards, superintendencies, departments, and service providers for the Company's communication area.

2. COMMUNICATION MISSION

2.1 Contribute to CEMIG's Mission, Strategy, and Actions through excellence in communication with the Company's stakeholders, including government and authorities of the electricity sector, shareholders, investors, customers, consumers, scientific community, suppliers, service providers, employees, society, communities, and the press.

3. COMMUNICATION OBJECTIVES

3.1 Maintain and strengthen the brand's credibility and support the adoption of values in the relationships between the Company and its stakeholders to guarantee its strong and positive reputation.

4. CEMIG'S COMMITMENT TO COMMUNICATION AND STAKEHOLDERS

4.1 CEMIG takes on a prominent role in the electricity sector, in the domestic and international economic scenario, and in the economy of the states, regions, and municipalities where it operates.

4.2 CEMIG develops its business based on a sustainability perspective. The economic solidity and guarantee of the Company's current and future viability are based on the respect for the environment and on the

defense of social well-being. The respect for the interests of stakeholders, from its shareholders to the local community, from suppliers to customers, press, employees, students, non-governmental organizations, and public administration, is a key proposition for CEMIG's performance, which reconciles this respect with the defense of their rights and obligations.

4.3 Communicating in a transparent, open, dialoguing, and interactive way is part of the Company's attitude in its stakeholder relationships, that is, all those who are within its sphere of influence and interact with the Company. Trust, credibility, and cooperation are fundamental vectors of the Communication Policy with the Company's audiences.

4.4 CEMIG's communication actions must always contemplate the following stakeholders and objectives when distributing information:

4.4.1 **Shareholders/investors** – regular and accurate information on CEMIG's operations and results through a clear and widely publicized corporate governance model.

4.4.2 **Residential customers** – improve the dialogue between the Company and its residential customers by investing in the dissemination of information regarding adequate consumption, energy efficiency, safety of the population in areas in which transmission network are located, and relationship channels with CEMIG.

4.4.3 **Corporate customers** – carry out recurring communication actions aimed at bringing corporate consumers closer to the Company and retaining them, understanding the demands of their sectors and facilitating the solution development process, allowing innovations to be implemented with greater ease and agility.

4.4.4 **Local community** – support the development of projects in the communities where CEMIG operates, closely collaborating with solidarity institutions, civil society institutions, and public authorities.

4.4.5 **Employees** – contribute with the promotion of the professional development of employees and teams and their overall quality of life through dynamic systems of formal and informal communication, respect their right of association and freedom of speech.

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

4.4.7 **Suppliers** – CEMIG maintains, through its communication actions, the commitment to partnership relationships and to the development of suppliers, disclosing practices and procedures adopted by the Company aimed at achieving business excellence, in particular within the context of respect for the environment and people, offering its suppliers the opportunity to gain awareness and adopt said practices.

4.4.8 **Government** – as a mixed-capital company, in which the State is involved in its management, CEMIG strives to provide regular and strict information on the Company's results, ensuring that the alignment between the Company's actions and investments with public policies is communicated.

4.4.9 **Press** – support the work of local, national, and international press by disseminating news and information, in addition to providing direct and effective assistance to these opinion makers.

4.4.10 **Other audiences** – maintain permanent dialogue with the local and national Public Administration, media, professional associations joined by CEMIG, concessionaires, trade unions representing workers, non-governmental organizations (NGOs), universities, regulatory agencies, and

national and international organizations.

4.5 Developing business responsibly implies great communication effort.

CEMIG is aware of the path it needs to pursue, and the permanent effort required to integrate this Policy into all levels of its corporate activities.

5. SPOKESPERSONS

5.1 The Corporate Communication Superintendency (CE) must be immediately notified when a direct contact is made between the press and its spokespersons to ensure they receive the necessary guidance.

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

CEO Executive Officer

Vice-Chair Executive

Officers

and parties previously authorized by the Corporate Communication Superintendency (CE)

5.2 Considerations:

5.2.1 The topics spoken publicly by the spokespersons must be restricted to their areas of activity unless the EC authorizes them to discuss complementary or other corporate matters.

5.2.2 Professionals linked to Special Projects and Programs may be authorized by the EC to speak publicly on behalf of the Company regarding initiatives related to these projects and programs.

5.2.3 Only employees belonging to CEMIG's permanent staff may officially speak on behalf of the Company.

5.2.4 The spokesperson, as necessary, may delegate to his/her team members the responsibility of formally representing the Company in specific situations, given this has been previously authorized by the CE. In this situation, the spokesperson is responsible for properly preparing his/her replacement.

5.2.5 Professionals authorized to speak to the media shall preferably undergo training in media relations, aimed at preparing them to manage the demands, journalistic coverage styles, and challenges they may face when interacting with professionals of communication vehicles. These professionals must only be contacted through the EC, which has professionals specialized in the matter.

5.2.6 Matters communicated externally by means of the press, seminars, debates, placement in the Internet, press releases, advertising pieces, and other communication channel, must be aligned with the Company's governance principles, internal policies, rules, instructions, Long-Term Strategy, and Multi-Year Business Plan, in addition to the legislation that governs publicly-held companies and the rules of the Brazilian Securities and Exchange Commission – CVM.

6. COMMUNICATION PRINCIPLES

Principle 1

CEMIG's values shall permeate all communication and construction of the brand and must be identified as “CEMIG's DNA”, with the strategies, actions, and materials that are developed and used by the Company.

This means that:

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

Principle 2

The Company's image is an intangible asset of immeasurable value, built throughout its existence. This value is transferred to the “CEMIG” brand, which deserves the same care given to the image since, wherever the “CEMIG” brand is, the “CEMIG” Company will also be.

This means that:

- a) the principles of CEMIG's Communication Policy must be aligned with CEMIG's Declaration of Ethical Principles and Code of Conduct, the Company's governance criteria and, in particular, with relevant legislation;
- b) CEMIG's brand translates the Company's strength in sustainability;
- c) CEMIG's visual identity and image have strategic and financial value since they translate technical quality and a corporate culture based on coherence, dynamism, and joint and focused effort at the Company;
- d) the Communication area and all communication employees and suppliers must efficiently manage the use of CEMIG's brand, seeking to increase its value and preserve the Company's reputation, analyzing and avoiding risks that can occur through if the brand is not properly used;
- e) CEMIG and its employees shall care for the brand, image, and visual identity in any of the Company's manifestations and advertising campaigns, maintaining their original characteristics, even if they have specific brands;
- f) CEMIG shall protect the knowledge it generates by duly registering it with the National Institute of Intellectual Property – INPI and other official bodies. The Company's technological and management processes and program brands are its intellectual property (industrial property, copyright, and control over the use of its image); and
- g) CEMIG prohibits the use of icons or symbols that interfere with the correct use of the “CEMIG” brand when disclosed in events, programs, projects, or in the nomenclature of administrative units.

Principle 3

CEMIG is a mixed-capital company whose shareholders are investors from the private and public sectors, the latter represented by the Government of the State of Minas Gerais.

This means that:

a) CEMIG's communication considers and acts in line with the public policies established by the State, in particular those in force for the electricity sector, in addition to the areas where it operates or invests, therefore contributing to cultural, sports, financial, and social development, among others; and

b) CEMIG's brand is used jointly with the brand of the Government of the State of Minas Gerais in all the advertising pieces that the Company participates, except prior to election periods, as provided in the law that regulates the communication process for government and public institutions during these periods.

Principle 4

CEMIG respects public spaces and the privacy of its consumers.

This means that:

a) CEMIG does not disclose data or misuse information regarding its consumers;

b) only authorized persons may access information on CEMIG's customers and must ensure confidentiality and ethical conduct when handling data; and

c) access to this information is carried out for corporate administrative purposes and the maintenance of confidentiality is formalized by Company with employees who have access to this data.

Principle 5

CEMIG guarantees that all information produced and disseminated by the Company is truthful, accurate, clear, timely, and preserves the trust the Company receives from its customer and public, in addition to complying with the laws in force.

This means that:

a) CEMIG does not use false or partially correct information in its communication materials, guaranteeing accuracy, transparency, objectivity, and proof of evidence when providing information to its many audiences;

b) CEMIG guarantees that the information it distributes complies with the legislation of the countries, states, and municipalities where it operates;

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

d) CEMIG discloses business information in a democratic and equitable manner, ensuring no privileged access is given to certain professionals and vehicles to the detriment of others; and

e) CEMIG trains its employees on how to maintain relationship with the press.

Principle 6

CEMIG protects and respects copyright and production rights – both its own and of its suppliers – in relation to the materials demanded by the Company, complying with the clauses in force for each contract.

This means that:

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

b) CEMIG is not liable for works carried out by suppliers or service providers, except when previously authorized. Ex.: purchase of images, structuring of cases for awards, etc.; and

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

Principle 7

CEMIG protects its intellectual property (industrial property and copyrights) and controls the use of its brand.

This means that:

a) CEMIG cares for its brand, image, and visual identity in the Company's activities and communication materials, ensuring the brand's original characteristics are preserved and respected;

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

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

d) CEMIG’s employees must protect strategic or confidential information, disclosing it only as specifically authorized.

Principle 8

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

This means that:

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

b) CEMIG has preference for the use of communication materials that can be recycled in the future; and

c) CEMIG has a specific Service Instruction that regulates procedures and communication linked to social and environmental negotiations and initiatives, provided in *IS-48 – Socio-environmental Negotiations at CEMIG*.

Principle 9

CEMIG works so that internal communication and its company-employee relationships are guided by transparency and truth, creating an approximation and integration channel between people and the Company and its employees.

This means that:

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

b) CEMIG understands that communication is a strategic tool that can be used for integrating its employees and building 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 assumptions of the UN Global Compact.

This means that:

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

Principle 11

CEMIG privileges informative communication, also using it for pedagogical purposes, in addition to informing, contributing to the formation, and transforming the awareness of its audiences.

This 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 on sustainability, respect for human rights, and the preservation of the environment.

Principle 12

CEMIG uses communication in its effort to disseminate and encourage the adoption of practices aimed at the sustainability of society, encouraging the exercise of citizenship, and striving to always improve the quality of life and health of the population and to defend the environment.

This means that:

- a) communication is an instrument used to exercise CEMIG's social responsibility and promote human and social development, disseminating practices aimed at sustainability.

Principle 13

CEMIG ensures that the content it produces and distributes is consistent with its values, practices, and procedures.

This means that:

- a) CEMIG effectively puts into practice the concepts and values it communicates and transmits.

Principle 14

CEMIG guarantees the classification and adequate treatment of its information during its life cycle.

This means that:

- a) CEMIG effectively puts into practice the rules and procedures defined in the *Communication Instruction IC-45 – Classification of CEMIG's Information* and *IC-49 – Treatment of CEMIG's 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 according to surveys and audits to assess the Company's image, actions carried out by the Company, satisfaction of the general public with the services provided by the Company, and its contribution to social, cultural, and economic development of the regions where it operates.

7.3 This must cover:

- Internal communication – dissemination of corporate and public information (social, cultural, financial, etc.), ensuring employees access to institutional and administrative updates and topics that contribute and promote their quality of life;
- External communication – guided by the recurring reinforcement of existing links between the Company and its stakeholders, bringing CEMIG closer to the segments it relates, whether through proactive actions or responding to specific identified demands; and
- Procedures for risk and crisis management.

7.4 The contents and events produced by CEMIG must:

- Follow CEMIG's Declaration of Ethical Principles and Code of Conduct, which describes 12 institutional guidelines adopted by the Company;
- Contribute to developing trust between the Company and its stakeholders, based on the transparency and objectivity of the information;
- Promote sustainability, directly or indirectly, either by disseminating content or using technologies, materials, or procedures that contribute to raising the awareness of the population and forming a critical mass to change habits and establish a new pro-sustainability culture;
- Promote diversity, valuing and contemplating different audiences, without discrimination according to gender, ethnicity, age, religion, sexual orientation, ideology, and political positioning;
- Promote social inclusion, contemplating minorities and fostering, as possible, income generation.

CEMIG guarantees reliability and therefore prohibits the disclosure and/or inappropriate use of the brand for promotion, 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 must:

- Not convey misleading, abusive information that provokes violence, violates human rights, or incites the degradation of the environment;
- Inhibit the exploitation of fear or superstition;
- Not benefit from the immature judgment of children or vulnerable groups; and

- Cultivate respect for the environment.

7.6 Communication actions must be integrated in such a way that it reflects a single and strong image of CEMIG with all its priority audiences.

7.7 CEMIG's communication must be approached from a systemic perspective that includes the companies of Grupo CEMIG. Therefore, each company and/or business of Grupo CEMIG must be considered part of the whole and may not receive separate or occasional treatment.

8. GENERAL GUIDELINES

8.1 All procedures related to communication management, defined in specific instructions, must comply with this Policy, and once disclosed, becomes an integral part of this Policy.

Glossary:

Customer/client

"The recipient of the Company's products, being a natural or legal person. The party who acquires (buyer) and/or who uses the product (user/consumer)." (PNQ)

Copyright: intellectual property resulting from a creation made by the human mind aimed at protecting creators of literary and technical works, drawings, photographs, videos, music, audio tapes, computer programs, etc. from the misuse and commercialization of their works.

Company: the entirety of any organization or business entity, generally for profit, including all its employees (directors, officers, management, supervisors, and others who are directly employed, contracted, or that represent the company).

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

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

Image: the opinion perceived by the public after an occurrence. This includes a collection of perceptions and beliefs, both past and present, that resides in the consciousness of its diverse audiences. These perceptions are built over the years through each contact, experience, rumor, and mention in the media, forming a general impression about what a company's beliefs, values, and behavior.

Brand: what remains of the relationship between a company's internal audience and its external stakeholders, either through the purchase or receipt of a product or service, a speech given by its CEO, and the general public's experience in this relationship. Therefore, a brand is a cultural phenomenon, it is the culture, values, and principles that materialize in the relationship with the company's stakeholders, including employees, customers, consumers, media, NGOs, financial market, and government, among others.

Communication material: graphic pieces, gifts, signs, banners, buttons, films, audiovisual videotapes, newspapers, reports, Internet pages, etc.

Global Compact: 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 in four key areas: human rights, employment, environment, and anti-corruption practices.

Partners: institutions or individuals with which CEMIG establishes two-way relationships, aimed at achieving common goals.

Partnerships: a two-way relationship in which partners share their resources to exchange mutual benefits and achieve common goals. It aims at integrating the company with the community, attract resources, and give visibility to the company.

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

Public policies: guidelines adopted by a government, which guide the investment of public resources managed by it. They arise from the specific demands and needs of a community and their best practices, resulting from mobilizations and interaction between organized civil society and the government. These policies are turned into legislation, administrative routines, plans, programs, or projects administered by the government.

Social responsibility: a type of management defined by a company's ethical and transparent relationship with all its stakeholders, establishing the business goals that drive the sustainable development of society, preserving environmental and cultural resources for future generations, respecting diversity, and promoting the reduction of social inequalities (Instituto Ethos).

Stakeholder: Any party (person, group, entity) that has a relationship or interest (direct or indirect) with or about the company. The parties (internal or external), who affect or are affected by the objectives or results of a given company to different extents, insofar as they gather certain basic attributes, such as power, legitimacy, and urgency.

The original document signed by:
ADÉZIO DE ALMEIDA LIMA
Chair of the Board of Directors