

ADVERTISING POLICY

CHEGE PUBLISHING (PTY) LTD • African Power, Mining & Oil Review (APMO Review) • APMOREview.com

ADVERTISING POLICY

Effective date: 11 September 2026

1. PURPOSE

This Policy sets standards for advertising appearing on African Power, Mining & Oil Review (APMO Review) magazine and APMOREview.com.

2. GENERAL STANDARD

Advertising should be lawful, honest, responsible, capable of substantiation and not materially misleading.

3. ADVERTISER RESPONSIBILITY

Advertisers are responsible for the legality, accuracy, substantiation and rights associated with their advertising material.

4. REGULATED PRODUCTS

Advertising involving financial products, investments, securities, insurance, health products, mining or energy claims, environmental claims or other regulated sectors may require additional evidence, disclosures or regulatory review.

5. INVESTMENT ADVERTISING

APMO Review does not treat paid investment advertising as independent editorial endorsement. Public offers or invitations relating to securities must be structured and reviewed so that applicable South African/international securities and Companies Act requirements are respected.

6. ENVIRONMENTAL CLAIMS

Claims concerning sustainability, emissions, net zero, environmental performance or social impact should be capable of substantiation and should not create a materially misleading impression.

7. NATIVE AND INTEGRATED ADVERTISING

Advertising designed to resemble editorial material must be clearly labelled so that a reasonable reader can recognise its commercial nature.

8. EDITORIAL SEPARATION

Advertisers cannot require favourable editorial coverage as a condition of advertising.

9. REFUSAL OR REMOVAL

APMO Review may refuse or remove advertisements that appear unlawful, misleading, discriminatory, unsafe, defamatory, deceptive, incompatible with our standards or otherwise inappropriate.

10. PERFORMANCE

Unless expressly contracted otherwise, APMO Review does not guarantee a particular number of clicks, leads, impressions, sales or commercial outcomes.

11. AD TECHNOLOGY

Third-party advertising systems may use cookies or similar technologies subject to applicable law and our Cookie Policy.

12. POLITICAL ADVERTISING

Political advertising, where accepted, may be subject to additional transparency, legal and editorial requirements and must not be presented as independent editorial content.

13. COMPLAINTS

Advertising complaints may be sent to mchege@apmoreview.com.

14. CONTACT

CHEGE PUBLISHING (PTY) LTD

mchege@apmoreview.com