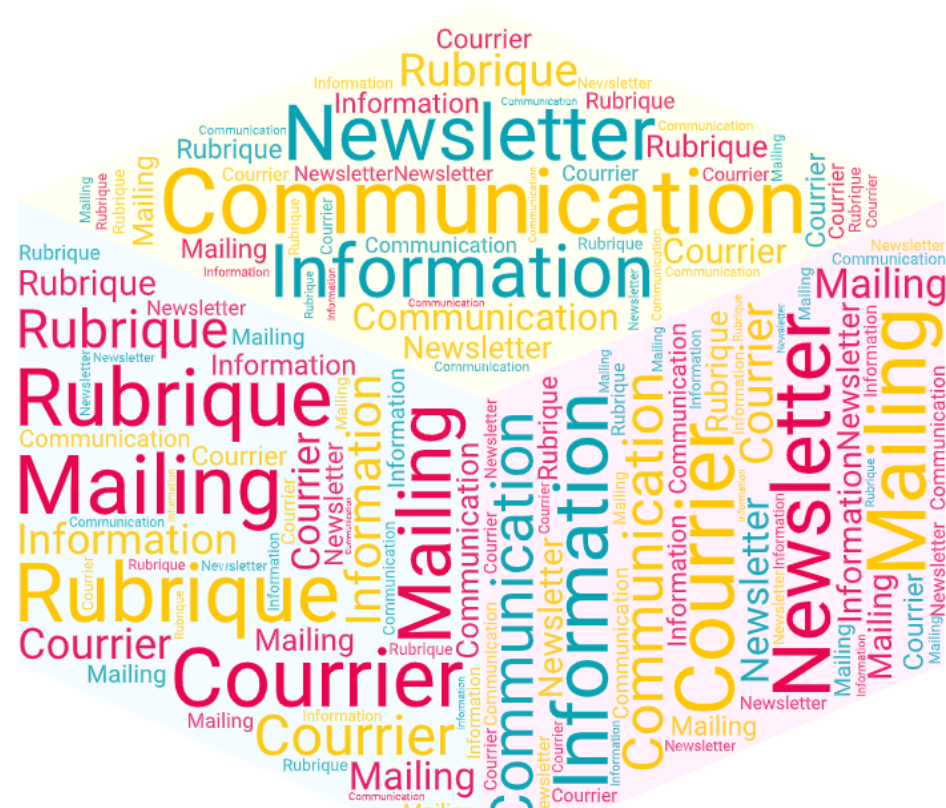


CHANGES IN ASLIC COMMUNICATIONS



What are the owners looking for?

- ✓ Following responses via the preparatory form, some owners expressed their views on ASLIC's communication, which they still find too incomplete despite all the means already put in place.
- ✓ Owners would appreciate more clarity and visibility on ASLIC's actions and projects.
- ✓ Owners would like to feel more involved and informed throughout the year.



Why does ASLIC need to communicate?

- ✓ To inform co-owners and members of its actions
- ✓ To answer owners' pertinent questions
- ✓ To keep owners regularly informed about news, current projects and upcoming projects.



What are ASLIC's current means of communication?

- ✓ The website: news and owners' area
- ✓ Facebook page and group
- ✓ Instagram, LinkedIn and Youtube
- ✓ The Cap Coudalère App
- ✓ Billboards
- ✓ Summer welcome guide
- ✓ ASLIC office reception desk
- ✓ Occasional newsletters



What other means of communication could meet homeowners' information needs?



The permanent bimonthly newsletter

- A feature story, recurring columns and spotlights on current projects
- E-mailing to owners whose e-mail addresses we already have, with their authorization
- Distribution via all our other communication channels
- Possibility of producing a printed newsletter for the summer instead of e-mailing, to enable this communication to reach as many people as possible.
- We won't forget anyone; the newsletter can be printed at ASLIC if required.

**Thank you for your attention.
We look forward to hearing from you.**

