



HOLDING AND SUBSIDIARY COMPANY GUIDELINES

CONTENTS

1.0	INTRODUCTION	3
2.0	ABOUT BRISTOL BAY NATIVE CORPORATION	4
3.0	HOLDING COMPANY GUIDELINES	5
	Corporate Communications: Expanded	6
	Sample Application: Corporate Website	7
	Corporate Communications: Abbreviated	8
	Sample Application: Corporate Brochure	9
	Parent Company Endorsement	10
	Sample Application: Corporate Website Footer	11
	Sample Application: Business Cards	12
4.0	SUBSIDIARY OF A HOLDING COMPANY GUIDELINES	13
	Corporate Communications	14
	Sample Application: Corporate Website	15
	Sample Application: Corporate Brochure	16
	Holding Company Endorsement	17
	Sample Application: Corporate Website Footer	18
	Sample Application: Business Cards	19
	Sample Application: One-Sided Business Cards	20
5.0	SUBSIDIARY OF BBNC GUIDELINES	22
	Corporate Communications	23
	Sample Application: Corporate Website	24
	Sample Application: Corporate Brochure	25
	Parent Company Endorsement	26
	Sample Application: Corporate Website Footer	27
	Sample Application: Business Cards	28
	Sample Application: One-Sided Business Cards	29

INTRODUCTION

The following guidelines have been established to help holding and subsidiary companies publicly identify their relationship to Bristol Bay Native Corporation (BBNC) in a clear and consistent manner.

These guidelines serve several purposes:

- To create consistency in how BBNC is referred to verbally and represented visually (i.e., correct usage of name and logo).
- To provide guidance and take the guesswork out of how and where subsidiaries and holding companies should identify as part of the BBNC family of companies.
- To demonstrate that each subsidiary and holding company is backed by an Alaska Native Corporation with over 40 years of successful investment experience.
- To create a path for customers, business partners, and the public to learn more about BBNC, its mission and values, commitment to shareholders, and its diversified portfolio of business investments.

Executive management of each holding company and subsidiary is expected to commit to the implementation of these guidelines and is responsible for ensuring full implementation and dissemination to key staff in a timely manner.

Variation from the guidelines requires prior written approval from BBNC.

For questions, please contact:

Carmell Engebretson
Communications Manager
Bristol Bay Native Corporation
111 W 16th Avenue, Suite 400
Anchorage, AK 99501
Phone: 907.265.7844
Email: cengebretson@bbnc.net

ABOUT BRISTOL BAY NATIVE CORPORATION

Bristol Bay Native Corporation (BBNC) is an Alaska Native Corporation with operations in government services, construction, industrial services, and tourism.

Established through the Alaska Native Claims Settlement Act of 1971, BBNC is dedicated to the people, culture, land, and resources of the Bristol Bay region of Alaska. Through its diversified portfolio and decades of experience, it has built a strong, diversified portfolio of highly-skilled holding and subsidiary companies with operations across the globe. Its forward-looking, innovative investment strategy offers stability, resources, and a clear path to growth.

As an Alaska Native Corporation, BBNC is shareholder owned. It converts profits into benefits for its shareholders in the form of dividends, economic development, employment, cultural preservation and educational opportunities, strengthening local economies and communities.

VALUES

- Respect the people, land, and natural resources that are the basis for our culture and the Native way of life.
- Responsibly manage natural resources, prioritizing the cultural and economic value of the Bristol Bay fishery.
- Responsibly manage financial resources, leading to a continuous source of dividends and benefits for our shareholders.
- Maintain integrity and fairness in our dealings with all stakeholders.

GOALS

- Build the financial strength of BBNC.
- Pay predictable and increasing shareholder dividends.
- Balance responsible development and protection of our lands, fisheries, and resources.
- Increase shareholder employment and development opportunities.
- Support educational, cultural, and social initiatives that positively affect shareholders and descendants.
- Help to develop economic opportunities in the Bristol Bay region.

HOLDING COMPANY GUIDELINES

Corporate Communications: Expanded

The following content is used on a holding company's corporate website:

[Holding company] is a holding company of Bristol Bay Native Corporation (BBNC), an Alaska Native Corporation with operations in government services, construction, industrial services, and tourism.

Established through the Alaska Native Claims Settlement Act of 1971, BBNC is dedicated to the people, heritage, land, and resources of the Bristol Bay region of Alaska. Through its decades of experience, it has built a strong, diversified portfolio of highly-skilled subsidiary companies with operations across the globe. Its forward-looking investment strategy offers stability, resources, and a clear path to growth.

[BBNC Corporate video embedded here]

To learn more about Bristol Bay Native Corporation, visit bbnc.net.

APPLICATIONS

Corporate website

HOW TO USE THIS CONTENT

This content should live on its own page within the holding company's website, under the "About" section. The page should be titled: "Alaska Native-Owned."

BBNC's corporate video, "Enriching Our Native Way of Life", should be embedded on this page to provide further context, as well as a clickable link to BBNC's website, bbnc.net.

This content is not to be modified in any way. Any modifications must be approved by BBNC corporate communications.

Embedded video code:

```
<iframe width="560" height="315" src="https://www.youtube.com/embed/dv7bTNR8rys" frameborder="0" allow="autoplay; encrypted-media" allowfullscreen></iframe>
```

See the following page for an example of this content applied to a holding company's corporate website

Corporate Website



Navigation trail/ breadcrumb—this page is found under the holding company's "About" page

ALASKA NATIVE - OWNED
ABOUT > ALASKA NATIVE-OWNED

Page title:
"Alaska Native-Owned"

Bristol Bay Industrial is a holding company of Bristol Bay Native Corporation (BBNC), an Alaska Native Corporation with operations in industrial and government services, construction, petroleum distribution, and tourism.

Established through the Alaska Native Claims Settlement Act of 1971, BBNC is dedicated to the people, heritage, land, and resources of the Bristol Bay region of Alaska. Through its diversified portfolio and decades of experience, it has built a strong portfolio of highly-skilled subsidiary companies with operations across the globe. Its forward-looking investment strategy offers stability, resources, and a clear path to growth.

As an Alaska Native Corporation, BBNC is shareholder owned. It converts profits into benefits for its shareholders in the form of dividends, economic development, employment, and educational opportunities, strengthening local economies and creating opportunity.

Corporate Website:
Expanded content



Embedded BBNC corporate video
"Enriching Our Native Way of Life"

To learn more about Bristol Bay Native Corporation, visit bbnc.net.

Link to BBNC.net



about
news & events
contact

our people
our promise
our companies

privacy policy
site map

Corporate Communications: Abbreviated

The following content should appear on a holding company’s marketing materials:

[Holding Company name] is a holding company of Bristol Bay Native Corporation, an Alaska Native Corporation dedicated to the people, heritage, land, and resources of the Bristol Bay region of Alaska.

To learn more about Bristol Bay Native Corporation, visit bbnc.net.

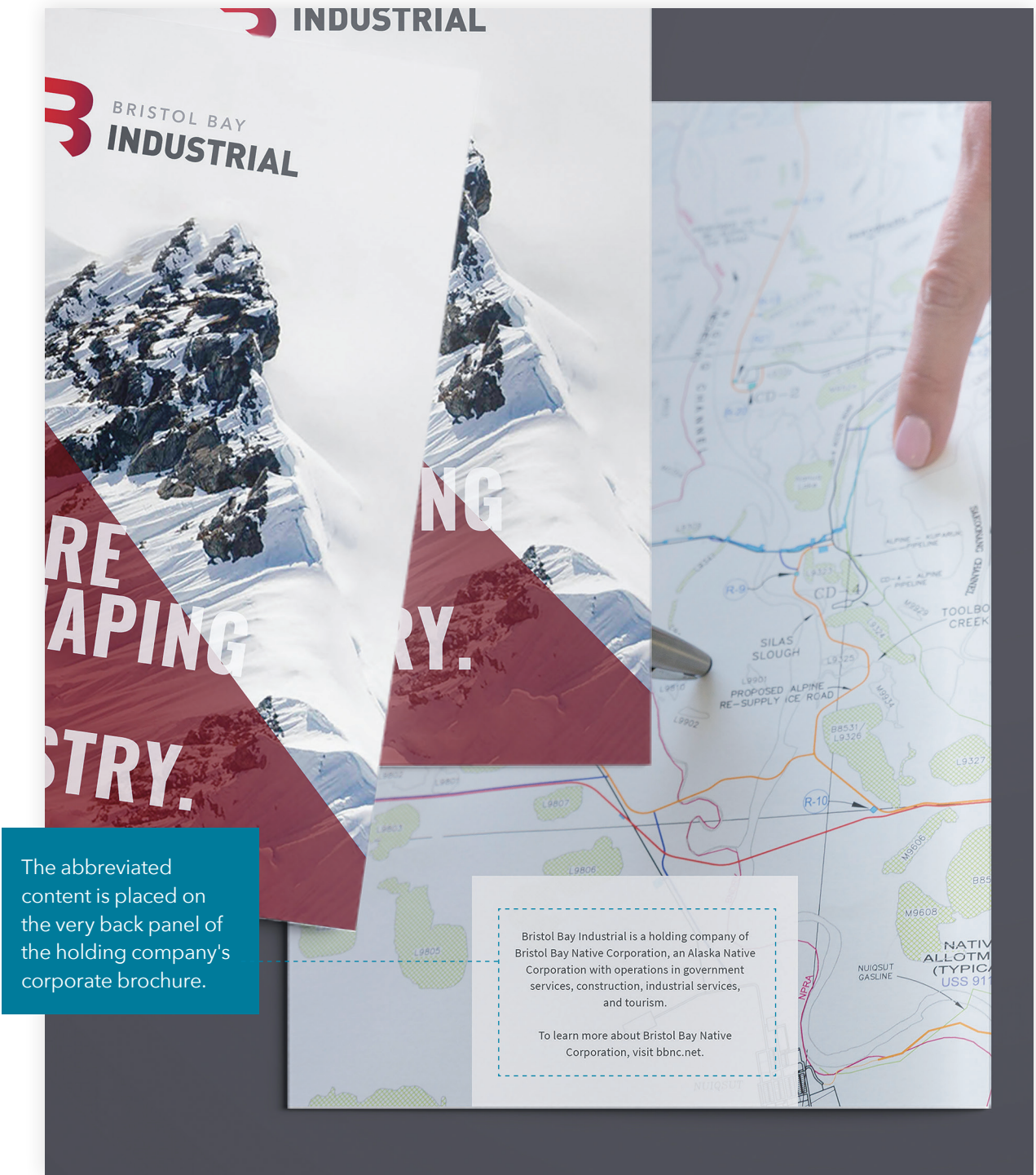
APPLICATION

- Brochures
- Marketing materials

HOW TO USE THIS CONTENT

- This content should be used on brochures and other marketing material. It can be placed either on the cover or the back page.
- BBNC’s corporate website address, bbnc.net, should always be included.
- This content is not to be modified in any way. Any modifications must be approved by BBNC corporate communications.

Corporate Brochure



Parent Company Endorsement

The following content should appear on a holding company's corporate website and marketing materials:

A Bristol Bay Native Corporation Company

APPLICATION

Corporate website footer

Corporate business materials such as business cards

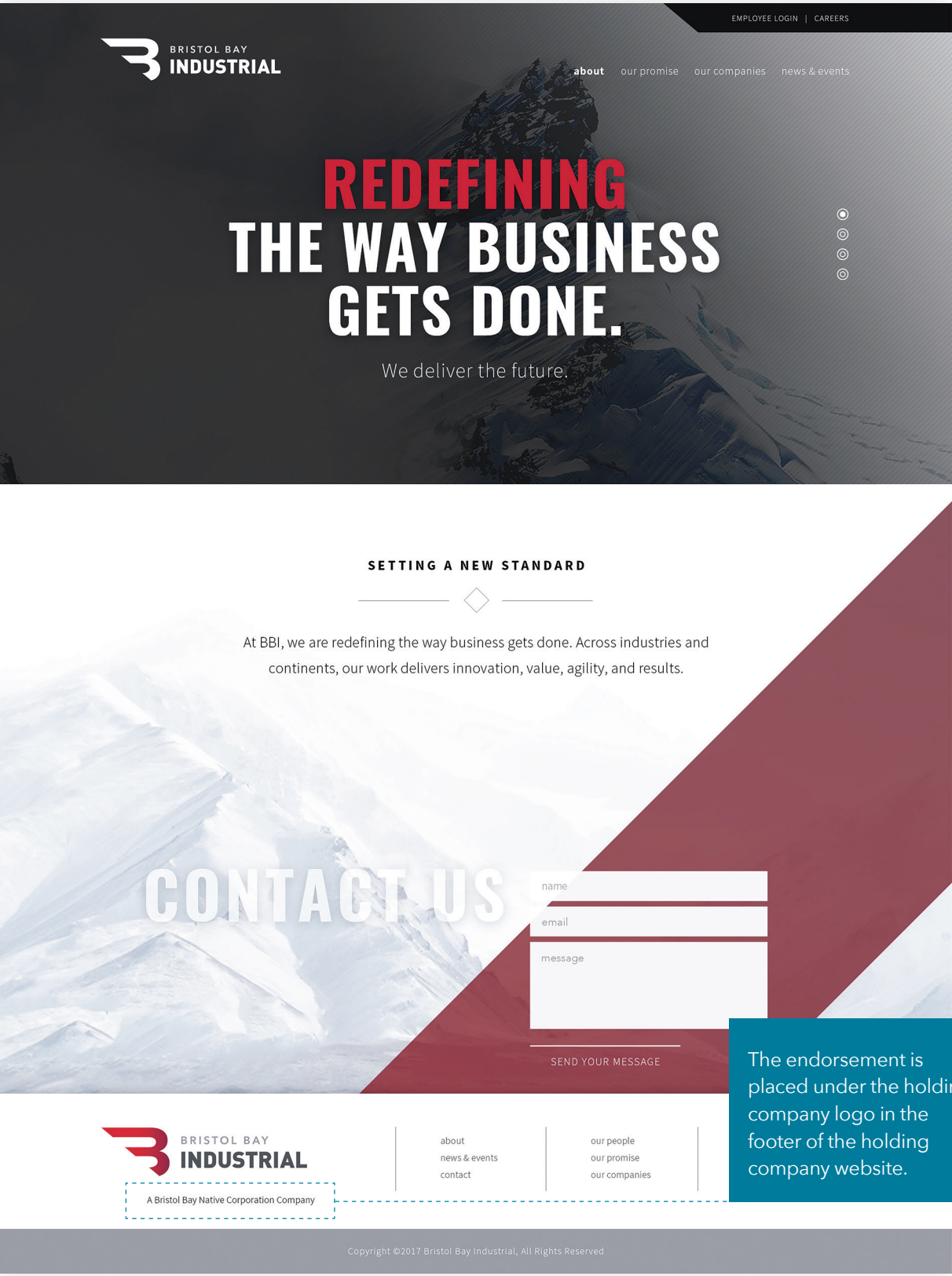
HOW TO USE THIS CONTENT

This endorsement is used to convey the relationship between the parent company (BBNC) and the holding company.

This content is not to be modified in any way. Any modifications must be approved by BBNC corporate communications.

See the following pages for an example of this content applied to a holding company's corporate website footer and business cards

Corporate Website Footer



Business Cards



SUBSIDIARY
OF A HOLDING
COMPANY
GUIDELINES

Subsidiary of a Holding Company

Corporate Communications

The following information should appear on a subsidiary company's website:

[Subsidiary Company name] is a subsidiary of [Holding Company name], a holding company of Bristol Bay Native Corporation, an Alaska Native Corporation with operations in government services, construction, industrial services, and tourism.

To learn more about Bristol Bay Native Corporation, visit bbnc.net.

APPLICATION

- Corporate website
- Brochures
- Marketing materials

HOW TO USE THIS CONTENT

- This content should be incorporated into the "About" page of the subsidiary website.
- This information should also be used on print marketing materials, such as corporate brochures. It should be considered secondary level content/communication and can be placed separately on the back page of the print item.
- BBNC's corporate website, bbnc.net, should always be included.
- This content is not to be modified in any way. Any modifications must be approved by BBNC corporate communications.

See the following pages for an example of this content applied to a subsidiary of a holding company's corporate website and brochure

Subsidiary of a Holding Company Sample Application

Corporate Website

EMPLOYEE INTRANET | CAREERS

about markets services projects hse contact us

ABOUT

Peak Performance Delivered Everyday

Corporate Communications content is incorporated into the subsidiary company's "About" page

Peak's home office is located in Anchorage, Alaska at 5015 Business Park Blvd., Suite 4000. In addition to these offices housing our executive management staff, the offices also are the base of several departments including equipment support, procurement, safety, engineering, Human Resources, business development, accounting and the administrative support staff.

Support for field operations is provided from here to our Prudhoe Bay, Valdez, Kenai, and Precision Power operations.

Peak Oilfield Service Co. LLC is a subsidiary of Bristol Bay Industrial, a holding company of Bristol Bay Native Corporation, an Alaska Native Corporation with operations in government services, construction, industrial services, and tourism.

To learn more about Bristol Bay Native Corporation, visit bbnc.net.

Existing content under subsidiary company's "About" page

Corporate Communications content

Contact Us

COMPANY HEADQUARTERS

Peak Oilfield Service Co.
5015 Business Park Blvd., Suite 4000
Anchorage, Alaska 99503
P 907.770.9400
F 907.770.9450

name
email
message

SEND YOUR MESSAGE

Corporate Brochure



The corporate communications content is placed on the very back panel of the subsidiary company's corporate brochure.

Holding Company Endorsement

Endorsements from the holding company will appear as follows:

Part of the [Holding Company name] Family of Companies

APPLICATION

- Corporate website footer
- Corporate business materials such as business cards

HOW TO USE THIS CONTENT

- This endorsement should be used to convey the relationship between the subsidiary and holding company.
- This content is not to be modified in any way. Any modifications must be approved by BBNC corporate communications.

See the following pages for an example of this content applied to a subsidiary of a holding company's corporate website footer and business cards

Corporate Website Footer

Peak's home office is located in Anchorage, Alaska at 5015 Business Park Blvd., Suite 4000. In addition to these offices housing our executive management staff, the offices also are the base of several departments including equipment support, procurement, safety, engineering, Human Resources, business development, accounting and the administrative support staff.

Support for field operations is provided from here to our Prudhoe Bay, Valdez, Kenai, and Precision Power operations.

Peak Oilfield Service Co. LLC is a subsidiary of Bristol Bay Industrial, a holding company of Bristol Bay Native Corporation, an Alaska Native Corporation with operations in government services, construction, industrial services, and tourism.

To learn more about Bristol Bay Native Corporation, visit [bbnc.net](#).

Contact Us

COMPANY HEADQUARTERS

Peak Oilfield Service Co.
5015 Business Park Blvd., Suite 4000
Anchorage, Alaska 99503
P 907.770.9400
F 907.770.9450

SEND YOUR MESSAGE

[about](#)

Our Commitment & Core Values

Our Team

About BBI

Careers


[markets](#)

[services](#)

[projects](#)

[hse](#)

[contact us](#)



Oilfield Service Co. LLC

Part of the Bristol Bay Industrial Family of Companies

The endorsement is placed under the subsidiary company logo in the footer of the subsidiary company's website.

Business Cards



Peak
Oilfield Service Co. LLC
PART OF THE BRISTOL BAY INDUSTRIAL FAMILY OF COMPANIES



CRAIG CRAWFORD
PRESIDENT AND CHIEF EXECUTIVE OFFICER
CRAIG.CRAWFORD@PEAKALASKA.COM
Main 907-263-7000
Fax 907-263-7070
5015 Business Park Blvd., Suite 4000
Anchorage, AK 99503
www.peakalaska.com



Peak
Oilfield Service Co. LLC
PART OF THE BRISTOL BAY INDUSTRIAL FAMILY OF COMPANIES



CRAIG CRAWFORD
PRESIDENT AND CHIEF EXECUTIVE OFFICER
CRAIG.CRAWFORD@PEAKALASKA.COM
Main 907-263-7000
Fax 907-263-7070
5015 Business Park Blvd., Suite 4000
Anchorage, AK 99503
www.peakalaska.com

The endorsement should be placed on the back of a subsidiary company business card—it does not need to be locked up with the subsidiary company logo.

One-Sided Business Cards



Main 907-263-7000
Fax 907-263-7000
5015 Business Park Blvd., Ste 4000
Anchorage, AK 99503
peakalaska.com

CRAIG CRAWFORD
PRESIDENT AND CHIEF EXECUTIVE OFFICER
CRAIG.CRAWFORD@PEAKALASKA.COM

PART OF THE BRISTOL BAY INDUSTRIAL FAMILY OF COMPANIES



Oilfield Service Co. LLC

The endorsement should be placed on the back of a subsidiary company business card—it does not need to be locked up with the subsidiary company logo.



SUBSIDIARY OF BBNC GUIDELINES

Subsidiary of BBNC

Corporate Communications

The following information should appear on a subsidiary company’s website:

[Subsidiary Company name] is a subsidiary of Bristol Bay Native Corporation, an Alaska Native Corporation with operations in government services, construction, industrial services, and tourism.

To learn more about Bristol Bay Native Corporation, visit bbnc.net.

APPLICATION

- Corporate website
- Brochures
- Marketing materials

HOW TO USE THIS CONTENT

This content should be incorporated into the “About” page of the subsidiary website.

This information should also be used on print marketing materials, such as corporate brochures. It should be considered secondary level content/communication and can be placed separately on the back page of the print item.

BBNC’s corporate website, bbnc.net, should always be included.

This content is not to be modified in any way. Any modifications must be approved by BBNC corporate communications.

See the following pages for an example of this content applied to a subsidiary of BBNC's corporate website and brochure

Subsidiary of BBNC Sample Application

Corporate Website

Our Logo
FOR OUR COMPANY

EMPLOYEE INTRANET | CAREERS

aboutservicescontact us

ABOUT

The Foundation of Shared Services

Content is incorporated into the subsidiary company's "About" page

Our Company was initiated in August 2005. We are established to provide the back office functions to certain subsidiaries of the Bristol Bay Native Corporation (BBNC). These essential back office roles focused on the needs of the government contractors owned by BBNC.

In the following service areas; accounting, contracts, human resources, information technology, and payroll. These cornerstone areas are the foundation of shared services. Within each of these primary support areas, are sub-areas that specialize in delivering comprehensive support to our customers.

Since our inception, customers have had tremendous success in contracting with local, state, and federal governments. Our Company has grown to support over \$392 million in annual revenue, 2,800 active employees, and over \$150 million in annual employee payroll.

We are a subsidiary of Bristol Bay Native Corporation, an Alaska Native Corporation with operations in government services, construction, industrial services, and tourism.

To learn more about Bristol Bay Native Corporation, visit [bbnc.net](#).

Existing content under subsidiary company's "About" page

Corporate Communications content

Contact Us

COMPANY HEADQUARTERS

7700 First Avenue, Ste 190
Huntsville, Alabama 35805
P. 256-265-4901

name

email

message

SEND YOUR MESSAGE

Subsidiary of BBNC Sample Application

Corporate Brochure

FOR OUR COMPANY

Our Logo
FOR OUR COMPANY

IONED S

FOUNDATION SHARED SERVICES

The Corporate Communications content is placed on the very back panel of the subsidiary company's corporate brochure.

Our Company is a subsidiary of Bristol Bay Native Corporation, an Alaska Native Corporation with operations in government services, construction, industrial services, and tourism.

To learn more about Bristol Bay Native Corporation, visit [bbnc.net](#).

Parent Company Endorsement

The following content should appear on a holding company’s website and marketing materials:

A Bristol Bay Native Corporation Company

APPLICATION

Corporate website footer

Corporate business materials such as business cards

HOW TO USE THIS CONTENT

This endorsement should be used to convey the relationship between the subsidiary and holding company.

This content is not to be modified in any way. Any modifications must be approved by BBNC corporate communications.

See the following pages for an example of this content applied to a subsidiary of a holding company's corporate website footer and business cards

Corporate Website Footer



Our Company was initiated in August 2005. We are was established to provide the back office functions to certain subsidiaries of the Bristol Bay Native Corporation (BBNC). These essential back office roles focused on the needs of the government contractors owned by BBNC.

In the following service areas; accounting, contracts, human resources, information technology, and payroll. These cornerstone areas are the foundation of shared services. Within each of these primary support areas, are sub-areas that specialize in delivering comprehensive support to our customers.

Since our inception, customers have had tremendous success in contracting with local, state, and federal governments. Our Company has grown to support over \$392 million in annual revenue, 2,800 active employees, and over \$150 million in annual employee payroll.

We are a subsidiary of Bristol Bay Native Corporation, an Alaska Native Corporation with operations in government services, construction, industrial services, and tourism.

To learn more about Bristol Bay Native Corporation, visit [bbnc.net](#).

Contact Us

COMPANY HEADQUARTERS

7700 First Avenue, Ste 190
Huntsville, Alabama 35805
P. 256-265-4901

Our Logo
FOR OUR COMPANY

A Bristol Bay Native Corporation Company

The endorsement is placed under the subsidiary company logo in the footer of the subsidiary company's website.

Business Cards



The endorsement should be placed on the back of a subsidiary company business card—it does not need to be locked up with the subsidiary company logo.

One-Sided Business Cards



The endorsement should be placed on the back of a subsidiary company business card—it does not need to be locked up with the subsidiary company logo.



111 WEST 16TH AVENUE, SUITE 400 | ANCHORAGE, AK 99501
907.278.3602 | WWW.BBNC.NET