



## 2024 Government Affairs Vision, Mission, & Purpose

### Departmental Goals and Objectives – Detailed

#### Vision

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Government Affairs team be the trusted and influential advocate for Magna’s strategic goals and interests in the realm of government and public policy. This includes:

- **Effective Government Affairs:** The Government Affairs team establishes and maintains strong relationships with government officials, policymakers, and relevant stakeholders at local, regional, national, and international levels. We are a respected and trusted voice that can effectively communicate Magna’s positions, priorities, and contributions.
- **Policy Influence:** The Government Affairs team shapes public policy and legislative and regulatory decisions by providing expertise, insights, and data-driven recommendations to government stakeholders. We influence legislation and regulation in a way that supports Magna’s goals, promotes a favorable business environment, and addresses automotive industry needs.
- **Risk and Opportunity Assessment:** The Government Affairs team identifies potential risks and opportunities arising from government actions, policies, or legislation. By closely monitoring political and regulatory developments, the team proactively anticipates and mitigates risks while leveraging favorable opportunities for the organization’s growth and success.
- **Collaboration and Partnerships:** The Government Affairs team fosters internal and external collaborative relationships and strategic partnerships with government entities, industry associations, and other stakeholders. By working together, we achieve shared goals, advocate for common interests, and address broader automotive industry challenges.
- **Thought Leadership and Public Engagement:** Members of Government Affairs are recognized as thought leaders in the automotive industry, providing expert insights and contributing to public debates on relevant policy issues. Through proactive public engagement, we aim to shape public opinion, raise awareness, and educate stakeholders about Magna’s contributions and positions.

By embracing these elements, the Magna Government Affairs team navigates the complex intersection of government and business, promoting Magna’s interests, contributing to policy development, and creating an enabling environment for its operations and growth.

#### Mission

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Government Affairs provides economic and workforce development, lobbying, regulatory engagement, and public affairs services to Magna International Inc., and its groups and divisions. We serve as a central resource for global public policy makers, government officials, industry organizations, and community leaders, promoting the mission, business objectives, and strategic goals of Magna through effective education and advocacy.

#### Purpose

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Government Affairs’ purpose is to provide effective economic development, education and advocacy services to Magna and its groups and divisions.

- The Economic Development and Compliance team identifies, secures, and ensures compliance with a variety of federal, state, and local economic development incentives, which directly support Magna operations.
- The Workforce Development team is the central resource for Magna workforce development initiatives, leveraging public/private partnerships in the areas of training, education, and talent development.
- The Public Policy and Regulatory Affairs team builds partnerships with internal subject matter experts and external stakeholders, implementing customized, goal-oriented strategies to successfully influence a broad array of policy areas at the international, federal, state, and local government levels.

## Goal and Objectives – Detailed

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### M. Rice 2024 Top Priorities

To achieve Government Affairs and Supplier Diversity/Service Parts' vision, mission and fulfill our purpose, we have focus areas. Each focus area involves activities that support Magna's strategic goals.

1. Economic Development
  - 1) Secure incentive offers that, on a per-job basis, equal or exceed the regional/state average incentive award.
  - 2) Engage Magna divisions globally to secure incentives for expansions and new facilities.
2. Compliance
  - 1) Ensure 100% timely filing of all compliance reports and supporting documentation.
  - 2) Ensure all 2024 GA billings are paid by 12/31/2024.
  - 3) Input into EDOiQ all active incentives Magna has globally by division.
  - 4) Ensure all project information for active incentives is accurate and up-to-date in EDOiQ.
- 5) Workforce Development
  - 1) Establish a systemic process to identify and secure workforce development initiatives, leveraging public/private partnerships in the areas of training, education, and talent development, which directly support global operations.
    - Specifically, increase divisions' educational and skills development applications for workforce development funding by 15%.
    - Advocate on behalf of Magna and the manufacturing industry for increased funding to support employee skills development.
  - 2) Secure funding to defray costs related to infrastructure, curriculum development, and apprenticeship programs.
    - Specifically, increase divisional educational and skilled trades training incentives/grant awards 10% supporting both incumbent worker and new hire development.
    - Assist divisions with scheduling of training courses to ensure 100% utilization of awarded funds.
  - 3) Develop and distribute quarterly newsletter – Workforce Information Navigator (W.I.N.).
3. Public Policy
  - 1) Fully develop and launch Magna Voice Communication Strategy, aligned with overall Magna branding and communications strategy plan, to build employee engagement and leverage the scope of Magna to advance Magna policy goals.
    - Distribute quarterly Global Policy Brief.
    - Develop and distribute quarterly geopolitical risk assessment communication – The Cable.
    - Fully launch Magna Voice grassroots program – Q3.
      - First Magna Voice Take 5 videos.
      - First Magna Voice Talks/Podcasts.
    - Soft launch of Magna Voice Engagement Fund.
  - 2) Establish a systemic process to ensure Government Affairs serves as a central resource for public policy makers, government officials, industry organizations, and community leaders, promoting the mission, business objectives, and strategic goals of Magna's global operations through effective education and advocacy.
  - 3) Establish a systemic Executive Management Engagement process to ensure Government Affairs strategically engages senior management, as needed, to develop and foster long-term relationships with key government officials including elected officials and regulators.
  - 4) Establish Government Affairs as the central point of contact in Mexico for all government and policy-related issues and activities with both external and internal stakeholders.
4. Regulatory Affairs
  - 1) Establish a systemic process to ensure Government Affairs identifies and builds partnerships with internal Subject Matter Experts (SMEs) and external stakeholders, implementing customized, goal-oriented strategies, on a global basis, to successfully influence policy areas at the local, regional, national, or international government levels, which directly supports Magna positions and operations.
    - Build on existing communication/outreach – Global Regulatory Roundup platform to publish monthly global regulatory (sustainability, automation, connectivity) updates via Cerkl.
    - Maintain distribution list and manage via software program (e.g., Asana).

<p><b>M. Rice 2024 Top Priorities, continued</b></p>	<ul style="list-style-type: none"> <li>• Integrate strategically into group level engagements/meetings to better understand priorities.</li> </ul> <ol style="list-style-type: none"> <li>2) Harmonize long-term strategic messaging, on a global basis, for vehicle of the future issues (sustainability, automation, connectivity) with internal SMEs. <ul style="list-style-type: none"> <li>• Regular interactions with Government Affairs staff and liaisons in other regions (i.e., Europe, China).</li> </ul> </li> <li>3) Establish Magna as a central voice for regulators and industry associations in areas relevant to future growth. <ul style="list-style-type: none"> <li>• Secure and expand membership on boards of directors and committees of trade associations that are developing and disseminating industry positions on issues of importance to Magna.</li> <li>• Be a go-to resource for regulators who are crafting policy that will affect the future of Magna.</li> </ul> </li> <li>4) Identify government funding opportunities and coordinate with compliance team to secure such opportunities.</li> </ol> <p>5. <u>Supplier Diversity</u></p> <ol style="list-style-type: none"> <li>1) Document overall North America Supplier Diversity spend. <ul style="list-style-type: none"> <li>• Develop and implement supplier diversity communication strategy including a recognition program.</li> <li>• Provide detailed diverse spend report for each NA Magna division to track individual scorecards.</li> <li>• Conduct meetings with those NA groups and/or divisions not meeting spend targets.</li> <li>• Distribute semi-annual newsletter – Diversity Matters.</li> <li>• Ensure GSA and GSA4i systems are updated with diverse supplier classifications.</li> <li>• Complete supplier diversity section for Magna D&amp;I Handbook.</li> </ul> </li> </ol> <p>6. <u>Service Parts</u></p> <ol style="list-style-type: none"> <li>1) Review NA Service Parts Performance for Ford, GM, and Stellantis. <ul style="list-style-type: none"> <li>• Review / update Services Parts SharePoint site with Quality and Sales.</li> <li>• Identify issues affecting service delivery performance.</li> <li>• Maintain regular engagement to monitor progress and recognize improvement.</li> <li>• Complete new or revised Customer training modules.</li> </ul> </li> </ol> <p>7. <u>Personal Development</u></p> <ol style="list-style-type: none"> <li>1) IPT Credits and Incentives Symposium Certification – The Institute for Professionals in Taxation adopted a professional designation program, Certified Credits and Incentives Professionals (CCIP), for qualified Credits &amp; Incentives members. The Institute, through its CCIP designation program, is the first to recognize professional achievement in Tax Credits and Business Incentives (Credits &amp; Incentives).</li> </ol>
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**Goals and Objectives – Detailed**

<p><b>Economic Development Objectives</b></p>	<p><u>Economic Development</u> – Identifies and secures federal, state, and local economic development incentives through detailed evaluation of opportunities on behalf of groups and divisions.</p> <ol style="list-style-type: none"> <li>a. Project assessment including assessing project facts, estimates, timing, and parameters. <ol style="list-style-type: none"> <li>i. Fully understanding the business case before modeling potential economic development opportunities.</li> <li>ii. In consultation with internal SMEs, identify issues, and develop a project strategy.</li> </ol> </li> <li>b. Analysis and modeling by engaging with the project to the appropriate state, county, and local government agencies and officials. <ol style="list-style-type: none"> <li>i. Summarize state, county and local responses and incentive offers.</li> <li>ii. Identify project obstacles and solutions and provide internal stakeholders with a detailed approval process and timeline.</li> </ol> </li> <li>c. Project negotiations including analyzing incentive offers to maximize the financial benefit based upon project estimates and parameters, and mitigating “clawbacks,” to ensure compliance requirements are reasonable and attainable.</li> </ol>
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<p><b>Economic Development Objectives</b> <i>continued</i></p>	<ul style="list-style-type: none"> <li>i. If necessary, Economic Development negotiates to improve or modify the incentive package. After the incentive offer is finalized, we ensure internal and external approvals are obtained.</li> </ul> <p><b><i>In 2024, Economic Development will pursue the following goals to accomplish the objectives:</i></b></p> <ul style="list-style-type: none"> <li>1) Secure incentive offers that, on a per-job basis, equal or exceed the regional/state average incentive award.</li> <li>2) Engage Magna divisions globally to secure incentives for expansions and new facilities.</li> <li>3) Secure incentive offers that, on a total value basis, equal or exceed the regional/state average for similarly situated companies.</li> <li>4) Develop and solidify relationships and partnerships with federal, regional, state, county, and local economic development entities and organizations.</li> </ul>
<p><b>Compliance Objectives</b></p>	<p><u>Compliance</u> – Once economic development incentive packages are active, ensures compliance for contractual agreements, applicable laws, rules and regulations.</p> <ul style="list-style-type: none"> <li>a. Working with the groups and divisions, submitting all required documentation to the appropriate entity in a timely manner and ensuring any required audits are performed timely.</li> <li>b. EDOiQ Database – Global central repository for all of incentive agreements.</li> </ul> <p><b><i>In 2024, Compliance will pursue the following goals to accomplish the objectives:</i></b></p> <ul style="list-style-type: none"> <li>1) Ensure 100% timely filing of all compliance documentation and reports.</li> <li>2) Ensure all 2024 GA billings are paid by 12/31/2024.</li> <li>3) Input into EDOiQ all active incentives Magna has globally by division</li> <li>4) Ensure all project information for active incentives is accurate and up-to-date in EDOiQ.</li> <li>5) Identify key group/division SMEs to obtain critical feedback specific to Compliance performance management of incentives.</li> <li>6) Develop and solidify relationships by working with groups and divisions to obtain ADP/PeopleNet read-only access to effectively manage incentives.</li> <li>7) Coordinate with Magna groups, including R&amp;D, to identify research priorities and work with government officials to secure public funding.</li> </ul>
<p><b>Workforce Development Objectives</b></p>	<p><u>Workforce Development</u> – Identify and secure federal, state, and local incentives to support employee skill upgrades and training.</p> <ul style="list-style-type: none"> <li>a. <u>Applications and Training Plans</u> – Prepare and submit to federal, state and local workforce agencies to receive incentive awards. <ul style="list-style-type: none"> <li>i. Secure funding to defray costs related to infrastructure, curriculum development, and apprenticeship programs.</li> <li>ii. Develop workforce solutions that will help reduce the skill gap of incumbent and new hired employees.</li> </ul> </li> <li>b. <u>Partnership Development</u> – Create and maintain alliances with federal, state, and local workforce agencies to develop, recruit, and retain value added talent. <ul style="list-style-type: none"> <li>i. Central resource for workforce development initiatives, leveraging public/private partnerships in the areas of training, education, and talent development.</li> <li>ii. Advocate for the development of positive, demand-driven training programs.</li> </ul> </li> </ul>

**Workforce Development Objectives**  
*continued*

- iii. Develop state, private and non-profit partnerships to develop talent retention programs utilizing ChildCare and ride share programs that can support division/ operation units' employees
- c. Internal Communications – Create awareness among divisions of workforce training incentives and grants that reduce or remove training costs.
  - i. Build talent pipeline funding that addresses both the short and long-term needs of groups and divisions.
  - ii. Assist divisions in developing curriculum and apprenticeship trades standards for Department of Labor registration.

***In 2024, Workforce Development will pursue the following goals to accomplish the objectives:***

- 1) Establish a systemic process to identify and secure workforce development initiatives, leveraging public/private partnerships in the areas of training, education, and talent development, which directly support global operations, and continue to improve U.S. process and global coordination.
  - Specifically, increase the division applications for workforce development funding by 15%.
  - Advocate on behalf of Magna and the manufacturing industry for increased funding to support employee skills development.
- 2) Secure funding to defray costs related to infrastructure, curriculum development, and apprenticeship programs.
  - Specifically, increase divisional educational and skilled trades training incentives/grant awards 10% increase supporting both incumbent worker and new hire development.
  - Assist divisions with scheduling of training courses to ensure 100% utilization of awarded funds.
- 3) Develop and distribute quarterly newsletter – Workforce Information Navigator (W.I.N.).
- 4) Identify SMEs regarding critical and specific workforce needs and foster alignment with identified educational strategies, curriculum, and training needs.
  - Specifically, identify existing workforce skill gaps and secure training funds to increase the skills of incumbent employees.
- 5) Assist Magna groups and divisions with locating talent (i.e., military/veteran, returning citizens, technical trade candidates).
- 6) Assist Magna groups and divisions in harmonizing apprenticeship standards.
- 7) Increase group and division awareness regarding the availability of public/private partnership funding related to apprenticeship programs and skilled trades training by expanding Magna’s public/private partnerships in/near communities where divisions operate to form a collaborative partnership for training of Magna employees.
- 8) Work with SMEs in Human Resources and Marketing to grow the Magna brand among the next generation, encouraging skilled trades and automotive careers, including supporting group and division participation in national Manufacturing Day, racing events, and student skills competitions such as *FIRST* Robotics and MCC STEAM.
- 9) Expand Workforce development services to Mexico and Canada operation units

**Public Policy Objectives**

Public Policy – Implement tailored strategies to achieve positive legislative, regulatory, and administrative outcomes, and leverage relationships with policymakers in international, federal, state, and local government to proactively identify opportunities and mitigate risks on behalf of Magna and its groups and divisions.

- a. Education and Advocacy – Implement comprehensive lobbying strategies, with substantive input from internal SMEs, to achieve positive legislative, regulatory, and administrative outcomes at the international, federal, state, and local levels of government.

**Public Policy Objectives, continued**

- i. Education of every government official who represents a Magna division about who Magna is and establish Magna as an influential and reliable voice on public policy issues that affect the automotive industry.
  - ii. Advocacy with every government official who represents a Magna division to persuade them to support Magna's public policy positions and initiatives.
- b. Political Activities – Engaging wide-ranging activities including an expanded legislative action grassroots program and political action committee.
- i. Magna Voice Grassroots – Establish one stop shop public policy and action center that empowers employees to use their voice on behalf of Magna, exclusively for all U.S. employees.
  - ii. Magna Voice Engagement Fund – Through a grassroots educational and political investment program, the Magna Voice Engagement Fund and its members provide nonpartisan financial support to the campaigns of federal and state government officials who share Magna's perspective on policy issues and are positioned to influence legislative, regulatory, or administrative goals. The goal is political accountability for every government official who represents a Magna division to be responsive and makes choices that benefit Magna.
- c. Partnership Development – Create and maintain strategic alliances to maximize the effectiveness of issue advocacy efforts.
- i. Internal – Liaise with SMEs who can comment on technical questions received from legislators/staff, administration/executive branch officials, regulators, and trade associations; ensures that positions articulated by Government Affairs are well developed, consider all interests within Magna, and are accompanied by appropriate data.
  - ii. External – Build knowledge and familiarity of Magna before the need arises by creating and maintaining strategic alliances with industry/business partners, external institutions such as Motor & Equipment Manufacturers Association (MEMA) and National Association of Manufacturers (NAM), and groups such as the National Governors Associations, etc.
  - iii. Executive Engagement – Strategically engage senior management, as needed, to develop and foster long-term strategic with key government officials including elected officials and regulators.
- d. Risk Mitigation – Find solutions to unique and variable situations that affect groups and divisions and minimize financial or reputational harm from such situations.

**Public Policy Objectives, continued**

- e. Internal Communications (Magna Voice Communication Strategy) – Government Affairs internal communications programs to educate employees regarding mission, purpose and goals of Government Affairs.
  - i. Ensure Government Affairs messaging aligns with overall Magna branding and communications strategy plan.

Magna Voice Communication Strategy							
Program	Global Policy Brief /Election Recaps	The Cable	Magna Voice Grassroots Program	Magna Voice Take 5 (TV) Videos	Magna Voice Talks	Magna Voice Podcast	Magna Voice Engagement Fund*
Purpose	Government Affairs newsletters for employees.	Government Affairs communication for C-Suite.	Grassroots movement or campaign that attempts to mobilize employees to take some action to influence an outcome of behalf Magna interests.	Magna Voice TV videos are animated subject specific videos meant to educate employees with the goal of improving understanding & engagement to facilitate employee communication to policy makers regarding Magna's key issues.	Magna Voice Talks are dedicated to sharing knowledge that matters to the industry through short talks & presentations to inform & educate global employees in an accessible way.	Magna Voice Podcast is a place where Magna listeners gain knowledge & grow by offering a unique experience to provide valuable, in-depth information to employees.	PAC collects campaign contributions from members & donates those funds to campaigns of policy makers who support Magna positions & initiatives, which will increase accountability.
Content	Featured Global Industry Articles, Legislative & Executive Reports, Economic Updates, & State Bulletin & Election Recaps	Summary of latest global geopolitical risks	Site used to facilitate employee communications to policy makers regarding Magna's key issues.	Series of short, animated videos to assist employees in better understanding Government Affairs & how the actions taken by governments matter to the automotive industry.	Series of short videos to assist employees in better understanding Government Affairs & how the actions taken by governments matter to the automotive industry.	Series of the most engaging podcast topics to help employees explore further & gives them ways to learn more about Government Affairs & how what governments do matters to the automotive industry.	Site to facilitate employee communications to policy makers regarding Magna's key issues.

\*Available only to U.S. employees who are eligible to vote.

**In 2024, Public Policy will pursue the following goals to accomplish the objectives:**

- 1) Fully develop and launch Magna Voice Communication Strategy to build employee engagement and leverage the scope of Magna to advance Magna policy goals.
  - Distribute quarterly Global Policy Brief.
  - Develop and distribute quarterly geopolitical risk assessment communication – The Cable.
  - Fully launch Magna Voice grassroots program – Q3.
    - First Magna Voice Take 5 video.
    - First Magna Voice Talk/Podcast.
  - Soft launch of Magna Voice Engagement Fund.
- 2) Establish a systemic process to ensure Government Affairs serves as a central resource for global public policy makers, government officials, industry organizations, and community leaders,

	<p>promoting the mission, business objectives, and strategic goals of global operations through effective education and advocacy.</p> <ol style="list-style-type: none"> <li>3) Establish a systemic Executive Management Engagement process to ensure Government Affairs strategically engages senior management, as needed, to develop and foster long-term relationships with key government officials including elected officials and regulators.</li> <li>4) Establish Government Affairs as the central point of contact in Mexico for all government and policy-related issues and activities with both external and internal stakeholders.</li> <li>5) Create a Local Elected Officials Engagement Plan, which includes relationship development and the identification of civic engagement opportunities and achieve 75% completion of the Engagement Plan.</li> <li>6) Increase divisions' participation and in trade association trainings and resource programs and achieve and track involvement of at least 20 opportunities.</li> <li>7) Quantify existing ROI, including the value-add of cost avoidances, and conduct internal outreach to determine new areas of need across Magna.</li> </ol>
<p><b>Regulatory and Policy Trends Objectives</b></p>	<p><u>Regulatory Affairs</u> – Build partnerships with internal subject matter experts and external stakeholders, implementing customized, goal-oriented strategies to successfully influence a broad array of policy areas at the international, federal, state, and local government levels.</p> <ol style="list-style-type: none"> <li>a. <u>Internal Education</u> – Establish a systemic process to ensure Government Affairs identifies and builds partnerships with internal Subject Matter Experts (SMEs) and implement customized, goal-oriented strategies, on a global basis, to successfully influence policy areas at the local, regional, national, or international government levels, which directly supports Magna positions and operations. <ol style="list-style-type: none"> <li>i. Build on existing communication/outreach – Global Regulatory Roundup platform to publish monthly global regulatory (sustainability, automation, connectivity) updates via Cerkl.</li> <li>ii. Maintain distribution list and manage via software program (e.g., Asana).</li> <li>iii. Integrate strategically into group level engagements/meetings to better understand priorities.</li> <li>iv. Harmonize long-term strategic messaging, on a global basis, for vehicle of the future issues (sustainability, automation, connectivity) with internal SMEs. <ul style="list-style-type: none"> <li>• Regular interactions with Government Affairs staff and liaisons in other regions (i.e., Europe, China).</li> </ul> </li> </ol> </li> <li>b. <u>External Engagement</u> – Establish Magna as a central voice for regulators and industry associations in areas relevant to future growth. <ol style="list-style-type: none"> <li>i. Secure and expand membership on boards of directors and committees of trade associations that are developing and disseminating industry positions on issues of importance to Magna.</li> <li>ii. Be a go-to resource for regulators who are crafting policy that will affect the future of Magna.</li> </ol> </li> <li>c. <u>Tangible Value-Add</u> – Identify government funding opportunities and coordinate with compliance team to secure such opportunities.</li> </ol> <p><b><i>In 2024, Regulatory and Policy Trends will pursue the following goals to accomplish the objectives:</i></b></p> <ol style="list-style-type: none"> <li>1) Publish four editions of the Regulatory Roundup.</li> <li>2) Hold at least one introductory meeting with Policy Staff from the following departments and agencies: U.S. Environmental Protection Agency, U.S. National Highway Traffic Safety</li> </ol>



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<b>Regulatory and Policy Trends Objectives, <i>continued</i></b>	<p>Administration, Michigan Department of Transportation, the United Nations Economic Commission for Europe, Transport Canada, and the Ontario Ministry of Transportation.</p> <p>3) Secure at least two board of directors or committee memberships in trade associations that develop and disseminate regulatory policy positions on behalf of the mobility industry.</p>
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