
Communication and Social Media Guidelines AMG

Why guidelines?

The goal of these media guidelines is to guide you on how to deal with the media and social media. What do you do if a newspaper approaches you and asks questions related to AMG? What would your business partners, such as customers, suppliers, agents or your colleagues, like to see when they search for you or AMG on Google? What do you post on LinkedIn rather than on Facebook? Can you tweet everything that happens to you/your experience in the workplace?

Media and social media have grown rapidly and have become part of everyday life for almost everyone at AMG and the AMG Group Companies. This has also led to an increasing number of questions about how to deal with the media, whether to use the various types of social media, about privacy and about how to separate your private from your professional life.

To answer these questions, AMG has prepared guidelines on issues it considers important and to make you more aware of the impact (social) media may have. We have kept the guidelines to a minimum because your online behaviour should not be different from your offline behaviour: in every situation, your legal and contractual confidentiality obligations apply, and you are representing AMG.

Media Protocol

When approached by news magazines, papers, journalists or reporters online or off- line about AMG and/or AMG's products and services, we refer them without delay to the AMG Corporate Communications office in Wayne (PA) or to the senior management of the AMG unit involved taking the following steps:

Step 1: request their name, news agency, contact details and news story deadline; and

Step 2: contact immediately AMG Corporate Communications (Wayne, PA), (gstubel@amg-nv.com) or AMG Legal and Compliance (Amsterdam, Holland) (compliance@amg-nv.com).

General social media guidelines at AMG

General

At AMG we follow the next guidelines:

- we are vigilant in protecting the reputation of the AMG Group Companies and the reputation of the products and services delivered or provided by the AMG Group companies;
- we do not comment on social media about AMG and/or its products and services, unless authorized to do so by the senior management of AMG or the AMG unit involved;
- we are careful in managing our social media profile(s) and protecting our personal data as far as it relates to our relationship with any of the AMG Group companies;
- we realize that our actions online, like posts, publications, and tags in a social media

context, can have a bearing on our position as an AMG employee as well as the reputation of AMG and its Group companies;

- during work hours we are responsible employees as it concerns the use of and time spent on social media.

LinkedIn

- AMG supports the use of LinkedIn as it serves as an excellent medium to share knowledge, position yourself and confirm and improve AMG's reputation to the outside world.
- LinkedIn should be viewed as your online resume or business card. Recognize that LinkedIn is used quite extensively by AMG's customers and suppliers. They will often use LinkedIn to prepare for meetings or to evaluate you as AMG's representative.
- If you choose to use LinkedIn, please ensure that your profile contains accurate information and is kept up-to-date. Please also ensure that any photo used as part of your profile is professional.
- LinkedIn provides functionality to post articles and comments. If you use this functionality, please ensure that articles and comments are professional. Should your articles or comments make reference to AMG or your work at AMG, carefully consider whether this is not a violation of confidentiality or your position as a representative of AMG and that it may have an impact on AMG's reputation. If in doubt, please consult AMG Corporate Communications.

Facebook, Instagram, Twitter and YouTube

- AMG considers your Facebook, Instagram, Twitter and YouTube accounts a private matter.
- Accordingly, AMG requests you to keep your profile private so that only your friends and family and not AMG's business partners can view your private life. We also ask you to keep in mind that even online and in your private life, you are a representative of AMG and your posts can affect AMG's reputation.
- AMG requests that you do not make reference to AMG or your work at AMG in your Facebook, Instagram, Twitter and YouTube posts, or use your AMG email address in subscribing to or entering any of these social media sites. AMG also requests you to abstain from posting any photos or videos that reveal AMG company assets. Should you wish to communicate about your work on Facebook, Instagram, Twitter or YouTube, please consult AMG Corporate Communications for guidance.

Should you leave AMG

Important for all social media: if you leave AMG or any of its Group Companies and make reference to AMG in your profile, please do not forget to update your profile to reflect your departure.
