



A1 Telekom Austria Group

Media Ethics Policy

03/2022



Our A1 Group Code of Conduct highlights the importance of Media Ethics, which is further elaborated in this policy.

In this policy, 12 rules have been defined to guide A1 Group employees in the field of corporate communications. It lies with the managerial responsibility to ensure that media ethics guidelines are followed.

Our Communication Guidelines

1. We are aware of the **responsibility** of our communication and our content and take it seriously. Therefore, we commit ourselves to promote informed decision making by appropriate audiences.
2. We only share **accurate and consistent information** and **protect confidential information** from improper disclosure. We also protect the privacy of information sources and story subjects.
3. We communicate in a **clear and honest** way in a language that is easy to understand and place great value on **transparency**.
4. We respect **human rights** and take them into account in our communications.
5. We use an **inclusive language**, as we value people in their diversity and want to address and include everyone. We provide an **equal access** to our content and services and respect cultural rights, diversity and pluralism.
6. We pay attention to a **respectful communication** and cooperation with our stakeholders, customers and employees.
7. We perceive **freedom of expression** as enrichment but we do not accept any form of bullying, racism or discrimination. This applies to all communication activities and especially to social media, as reactions and comments from the public can easily be evoked here.
8. **Personal opinions** of A1 Group employees expressed on social media or other channels, which are made without an official order, should be marked as such. It must be clear that A1 employees do not speak on behalf of the company.
9. Only members of the management board, employees of the press offices or authorized employees are allowed to **speak on behalf of A1**.
10. The communication representatives and everybody who is allowed to speak on behalf of the company are aware that whatever they say in public **represents the company**.
11. We work with the highest precision and accuracy and respect the **editorial independence**.



12. We comply with the **law** in our communications and do not accept any corruption. We respect intellectual property rights and support a sustainable and democratic society through our content delivery. Illegal behavior does not remain without consequences.

With this policy we have defined rules on how we aspire to communicate as a company as it is our claim to maintain our high ethical standards and meet legal requirements.

Please report any violation of the A1 Group Media Ethics Policy observed to your manager, the Compliance Manager or, if you wish, completely anonymously on the A1 Group [tell.me whistleblower portal](#). Whistleblowers at A1 are fully protected from any form of retaliation.

Date: 8th of June, 2022

Place: Vienna, Austria

A handwritten signature in black ink, appearing to be 'T. Arnoldner'.

Thomas Arnoldner, CEO

A handwritten signature in black ink, appearing to be 'A. Plater'.

Alejandro Plater, COO

A handwritten signature in black ink, appearing to be 'S. Mayrhofer'.

Siegfried Mayrhofer, CFO