

Social Media Charter for Business Partners



Introduction

Social media is changing the way we communicate, allowing us the opportunity to engage not only with our fellow EVS Team Members but also with our customers, partners, suppliers, users of our solutions and operators, as well as the wider world as a whole (hereinafter referred to as “Business Partners”).

EVS encourages communication on social media channels, since we are convinced that sharing knowledge and experience with the public will be beneficial to support the mission of EVS. We have developed the present Social Media Charter to help you represent our company on those social media channels, tell the world about our projects which are so important to us and share our passion.

To make sure make sure that we communicate effectively, we recommend that all our Business Partners consult this document before making any social media contribution relating to our company. We are delighted to be able to count on you, our Business Partners to represent our activities on social media with the same respect and honesty that we show to you.



Please know that **only the EVS Team Members responsible for the communication** within the Company can communicate on behalf of EVS. Our corporate communications are made through our EVS website, official channels and social media accounts. However, you might be referring to EVS when you are posting or interacting on social media platforms, and you are free to share the information through your personal account. When you do so, we require that you always use your common sense, follow our Code of Conduct available at https://evs.com/sites/default/files/code-of-conduct_business-partners.pdf and act according to the following principles.

Respect your confidentiality obligations

(if applicable) With regard to contracts which bind us, you, your company and EVS, we ask that you respect your confidentiality obligations, as we do for you, and not disclose information which is not intended to be made public or data which has not been approved by us.

Protect EVS strategic information

NEVER post confidential, sensitive or internal information you might have received. Never share (i) non-public information on our company (e.g. unreleased financial and commercial information, major product development, pending acquisitions, etc.) that you might come across, (ii) sensitive information that might harm EVS', its Team Members', Business Partners' and customers' interests or (iii) information shared to you under cover of confidentiality.

Be responsible for your actions

- **Identify yourself and speak in your own name:** If you publish any information on any social media dealing with subjects related to EVS, use your name, indicate your special relation to EVS if you are part of our partner program, and state that the views expressed are your own. Write about information you know and always use the first person singular, indicating that you are speaking for yourself and not for our company as such.
- **Remember that everything you do on social media is public and might be associated with the EVS brand:** Please be smart, think about the consequences and do not put EVS, its Team Members, Business Partners or customers in an awkward or disturbing situation. In addition, it is important to adopt a communication which falls in line with EVS, its values, its communication activities, etc.
- **Know that Internet never forgets:** everything you post is permanent - Think before you post a message. When in doubt, do not post: All statements must be true, should never mislead, and should not disclose any non-public information of our Company.
- **You are solely responsible** for the information you share online; even if EVS is mentioned, we have no responsibility related to the content you publish.
- **Respect copyright:** If you are not the author of the content (text, pictures, audio or video files, etc.) or part of the content you are sharing, always indicate the source of the information and add a link to the source wherever possible.

- **Add value and be positive:** Post accurate, meaningful and respectful comments that are in line with your relationship with EVS and relevant to what's being discussed.
- **Keep it short and to the point:** In the age of social media, where everyone has a voice, those who can keep it short and to the point are often the most respected.

Be appropriate

Use common sense and courtesy, be respectful and professional, act as EVS' ambassador. In particular, do not post content (a) for political and religious purposes and/or (b) that may be considered bullying or harassment, including, but not limited to racist, sexist, homophobic, discriminatory or demeaning comments, threats of violence, pornographic materials, or information related to illegal activities or (c) for the purpose of solicitation, such as the promotion of a company or an activity that could harm or be in competition with EVS interests.

Do not omit to mention EVS

by using the appropriate hashtag #EVSEquipment, or otherwise using our full name EVS Broadcast Equipment or its acronym EVS.

Respect other's privacy

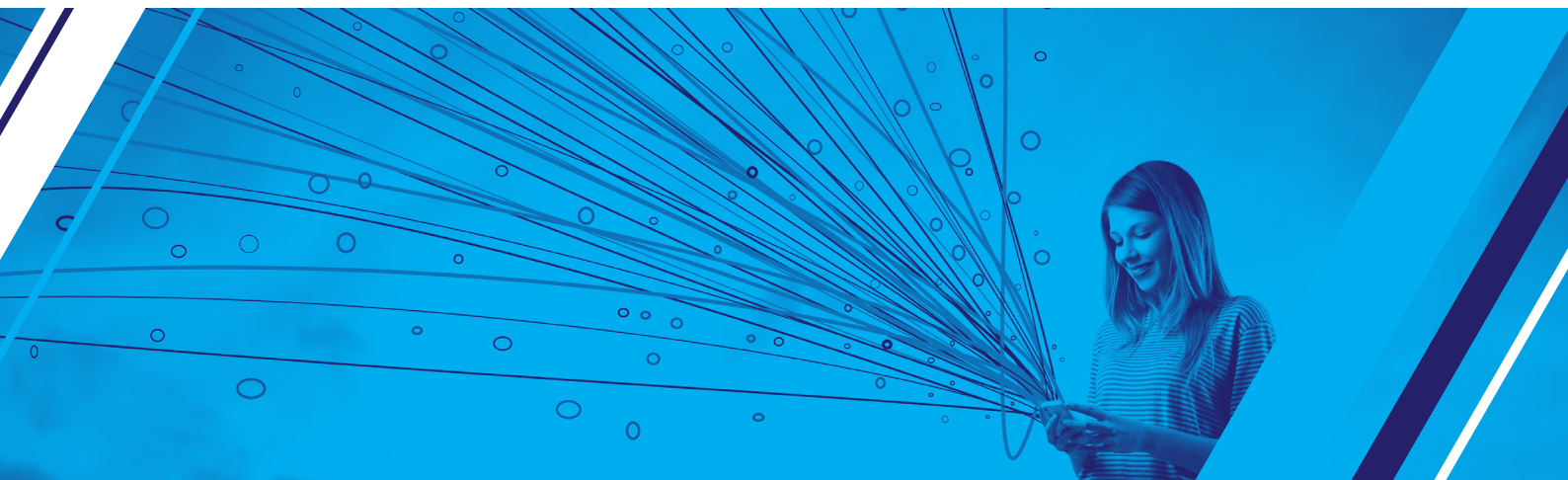
Do not publish names, photographs, videos, texts, recordings, slideshow presentations, or other content without making sure that all involved parties would not oppose to such publication.

Let the management or Community Manager respond to negative posts

If you come across negative or disparaging posts about EVS, or see third parties trying to spark negative conversations, avoid the temptation to react yourself. Pass the post(s) along to our Community Manager.

Only publish relevant and accurate information

We follow social media relative to our industry and are committed to publishing data which is correct, relevant, and approved and documented where applicable; we would ask that you do likewise.



In case of question or doubt, please do not hesitate to contact your management and/or the Community Manager (available at SocialMedia@evs.com), that will be happy to assist you with any question you might have in relation with a post or with the present charter.



© 2020 EVS Broadcast Equipment, all rights reserved.
Visit **evs.com** to find out more.