



ALKEME Social Media, Public Relations, and Media Guidelines

Introduction

At ALKEME, maintaining a consistent and positive brand image is essential to our success. The way we present ourselves in public, whether through social media, advertising, or interactions with the media, directly impacts our reputation and relationships with customers, partners, and stakeholders. These guidelines are designed to ensure that all communications uphold our brand's values and integrity.

The following guidelines apply to all ALKEME employees and partner agencies. It is crucial that everyone involved with our organization understands and adheres to these guidelines to avoid damaging the brand or disclosing confidential information. By following these best practices, we can collectively contribute to the continued success and positive image of ALKEME and our affiliated brands.

Please read through these guidelines carefully and ensure that you understand the content. If you have any questions or need clarification on any point, don't hesitate to contact the marketing department at marketing@alkemeins.com. Your cooperation is critical to maintaining the strength of our brand and the trust of our stakeholders.

1. Branding Specifics

- All employees and partner agencies must adhere to the ALKEME brand guidelines for logo usage, colors, typography, and messaging. These guidelines are designed to maintain a consistent and professional brand image across all materials and platforms.
- Refer to the brand guidelines document provided by ALKEME's marketing department for specific instructions. If you need assistance, contact the marketing department at **marketing@alkemeins.com**.

2. Approval Process

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- All external advertising, presentations, or brochure materials (collateral), website content that mention your brand or the ALKEME brand must be approved by ALKEME's marketing department before distribution.
- To submit materials for approval, send them to marketing@alkemeins.com. Please allow adequate time for review and approval before proceeding with distribution or publication.

3. Social Media Code of Conduct

- All mentions of ALKEME or any partner agency on social media must align with the company's values and not damage the brand's reputation.
- Always be transparent about your identity and affiliation. Avoid creating fake accounts or personas.
- Verify the accuracy of information before sharing it. Correct any mistakes promptly and transparently. Avoid spreading rumors or misinformation.
- Avoid sharing confidential information, including financial details, hiring plans, internal communications, and workplace stories.
- Do not engage in personal attacks, discriminatory remarks, or offensive language on any platform.
- Refrain from responding to negative or misleading comments about ALKEME or its partner agencies. Report such instances to marketing@alkemeins.com.
- If you have questions about appropriate social media use, contact the marketing department.

4. Handling Confidential Information

- Confidential information includes, but is not limited to, financial information about ALKEME or partner agencies, hiring plans, acquisition plans, workplace rumors, and internal or external meeting/event stories.
- If you accidentally share confidential information or notice an accidental leak, immediately notify marketing@alkemeins.com and do not further disseminate the information.
- Do not discuss internal matters in public settings, even in informal situations, to avoid unintentional disclosures.

5. Media Relations

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- All media inquiries, including requests for articles, interviews, or quotes, must be forwarded to marketing@alkemeins.com.
- Do not engage with media representatives without prior approval from the marketing department.
- If a media representative contacts you, politely inform them that you will refer them to the marketing department and provide the contact information.

6. Crisis Management Plan

In the event of a crisis or negative publicity, follow these steps:

- For company emergencies regarding accidents, injuries, deaths, etc., immediately report the issue to Curtis Barton, CEO (cbarton@alkemeins.com | 949.285.2612), Nathan Morris, COO (nmorris@alkemeins.com | 805.551.8602), Anton Rosandic, President (arosandic@alkemeins.com | 310.463.1296) and Jeffrey Suckiel, Chief Counsel (jsuckiel@alkemeins.com | 949.683.2079). **Please include all relevant details and any supporting documentation.**
- Refrain from making public statements or responding to media inquiries until directed by the marketing department.
- Follow instructions from the internal crisis management team for further actions.
- For any media-based crisis, or negative publicity, please contact: Josh Benveniste (jbenveniste@alkemeins.com | 480.522.7722)
- The marketing department will coordinate the response and provide guidance on communication with external parties.

Conclusion

These guidelines aim to maintain a consistent and positive image for ALKEME and its partner agencies. Compliance is essential for brand integrity and public relations. If you have any questions or require additional information, please contact marketing@alkemeins.com.