

ARAMCO SIGNAL

Media & social media alerting criteria

26-January-2025



ARAMCO SIGNAL

- A comprehensive **Media Alert System** to efficiently and accurately flag stories that are of significant importance, or poses a potential reputational threat to Aramco.
- Supported by a **classification model** that minimizes subjectivity in how media articles and social posts are assessed as reputational issues/threats.

3 LEVELS OF
CLASSIFICATION



HIGH-LEVEL ISSUE:

Immediate escalation & action



MEDIUM-LEVEL ISSUE:

Assessment & monitoring



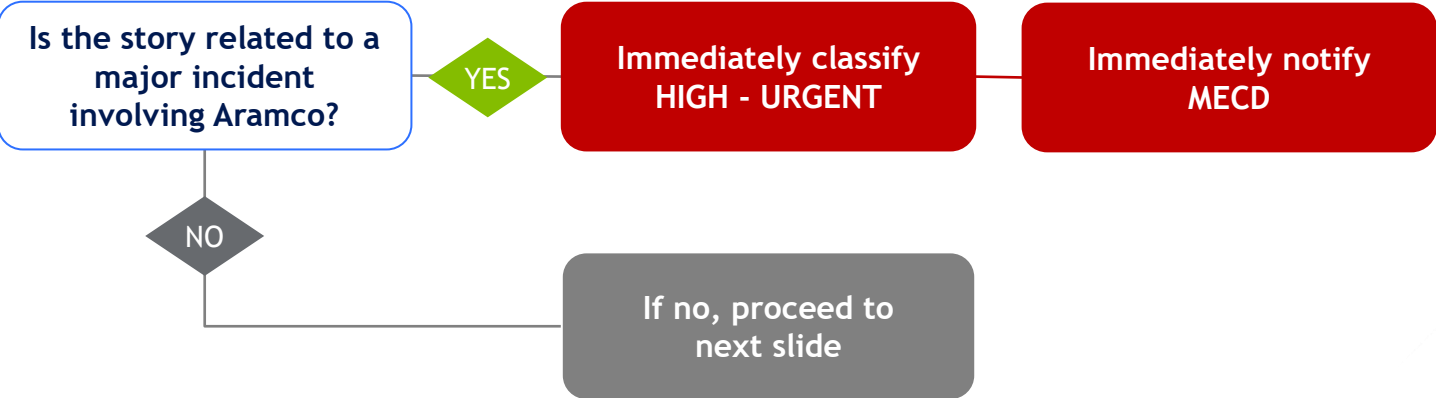
LOW-LEVEL ISSUE:

No action & monitoring

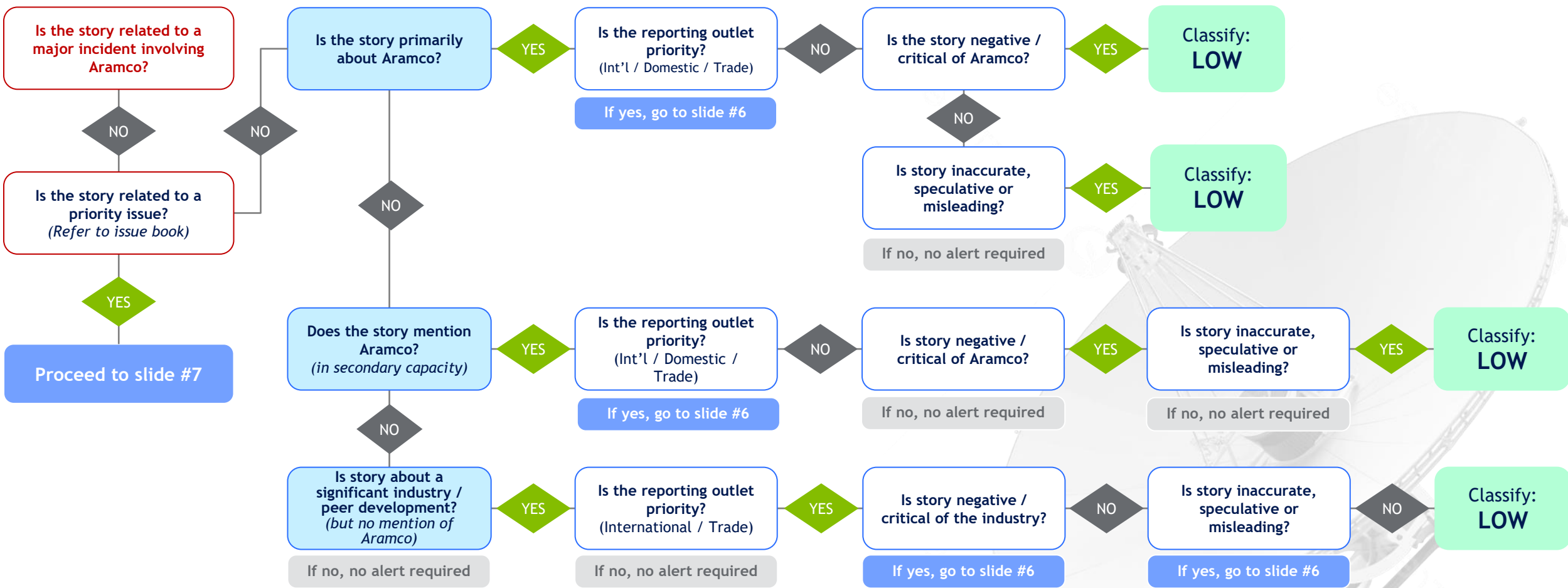


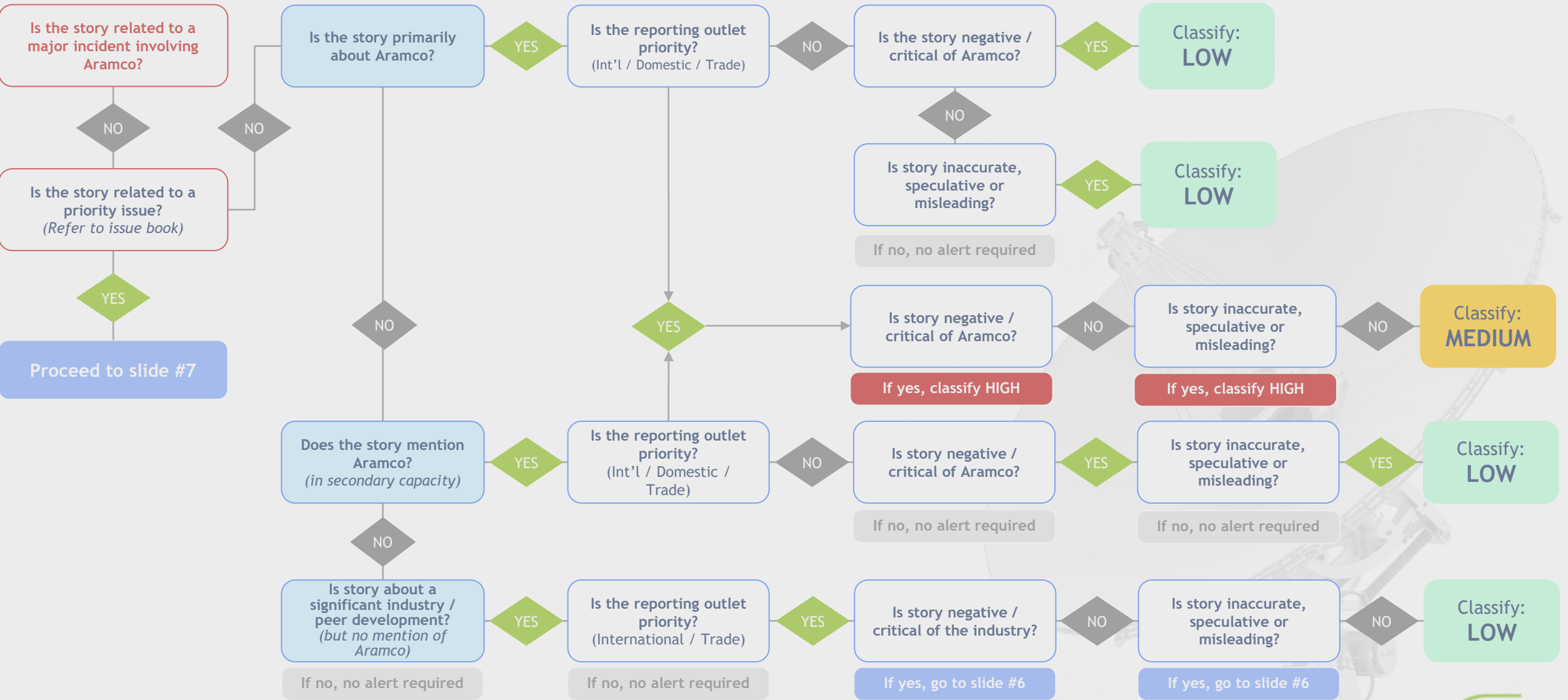
Media classifications

Classification level | Crisis

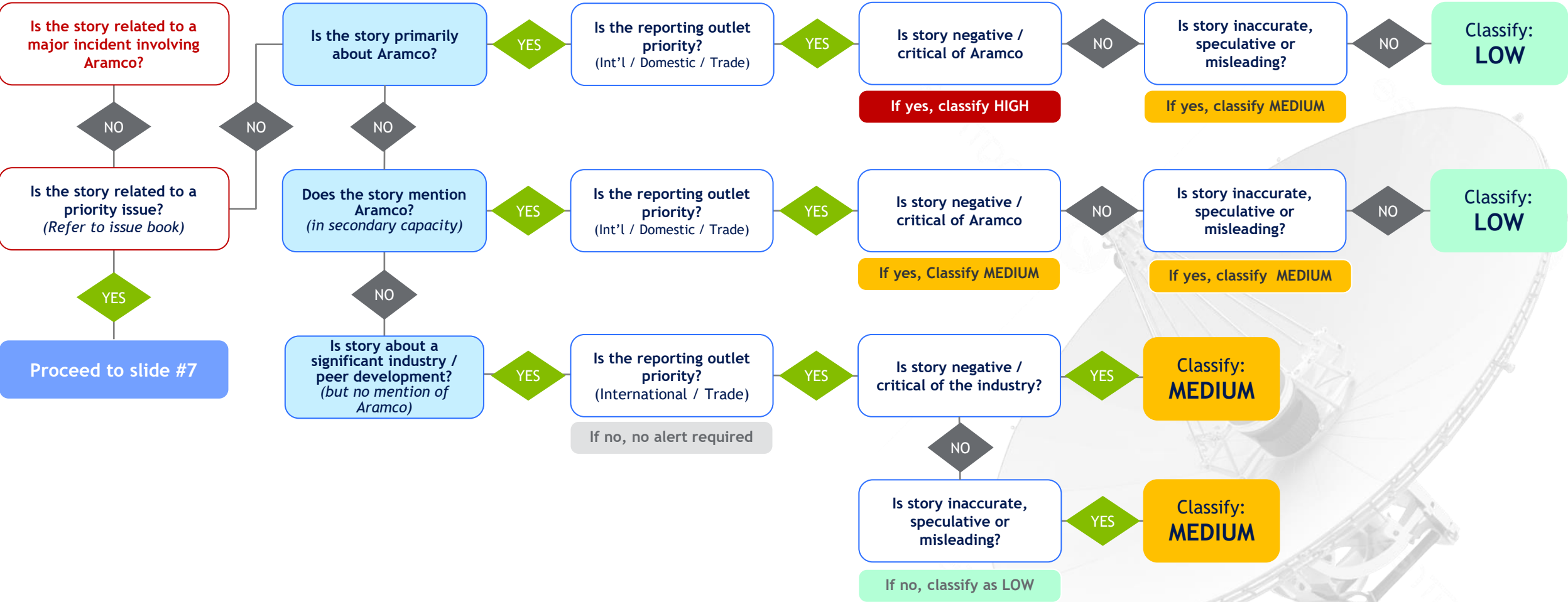


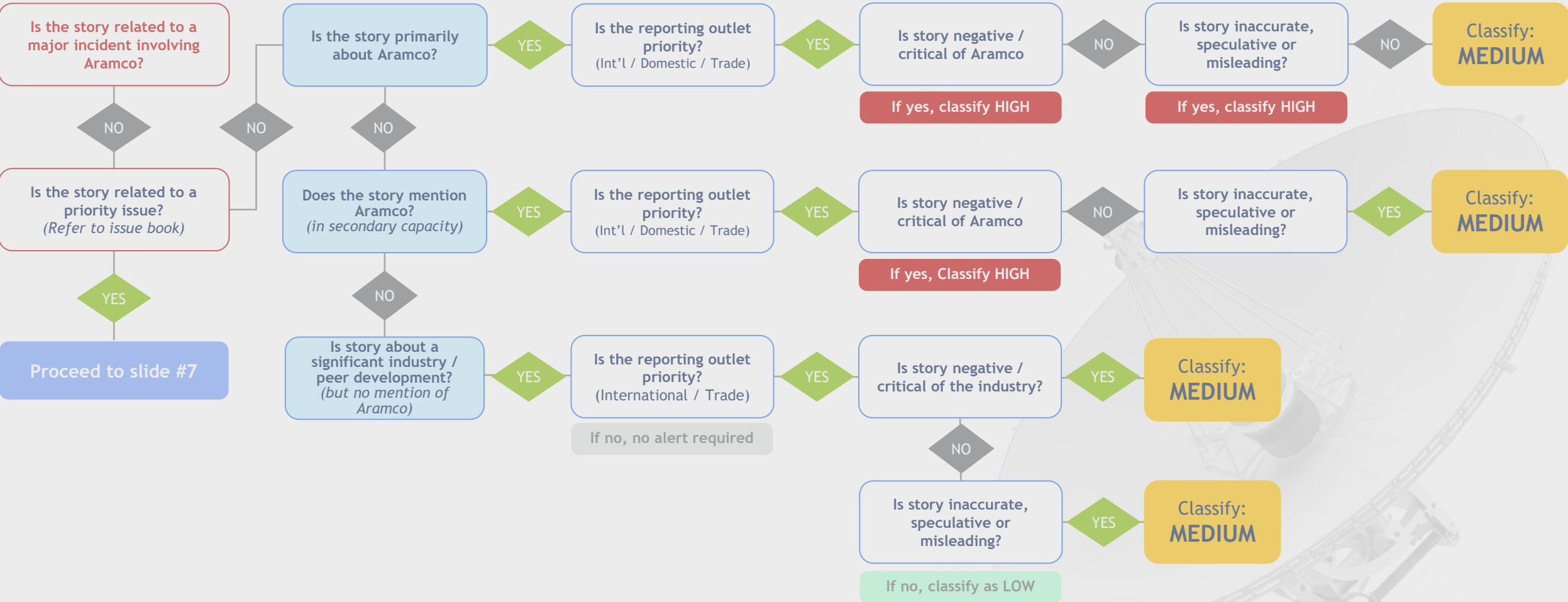
Classification level | Non-priority issue - UPDATED FEB 20, 2025





Classification level | Non-priority issue - UPDATED FEBRUARY 20, 2025







Priority Issues (as of 20-Feb-2025)

Current Issues*

Any scrutiny, criticism of...

Climate litigation against oil companies

Human rights (including women, LGBTQ)

Worker safety / welfare (e.g. Aramco Stadium)

Sponsorships (FIFA and World Cup) and Sportswashing

Clean energy initiatives & investments (net-zero targets, methane and emissions reduction)

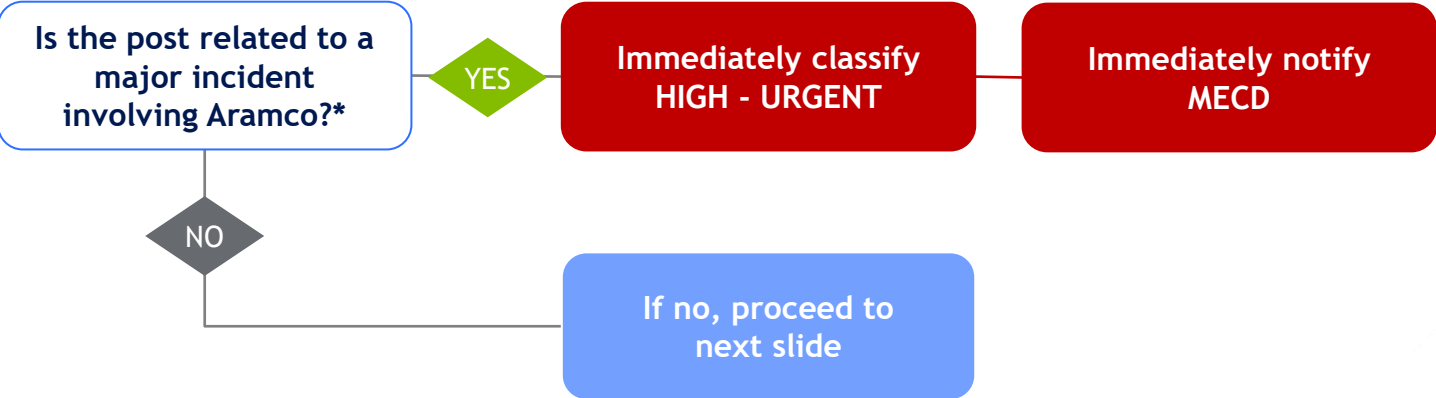
Aramco financial performance (transparency / balancing state & shareholder interests / dividend policy / CAPEX and ability to deliver)

Aramco and AI / Cybersecurity

** Subject to regular review and re-prioritization*

Social media classifications

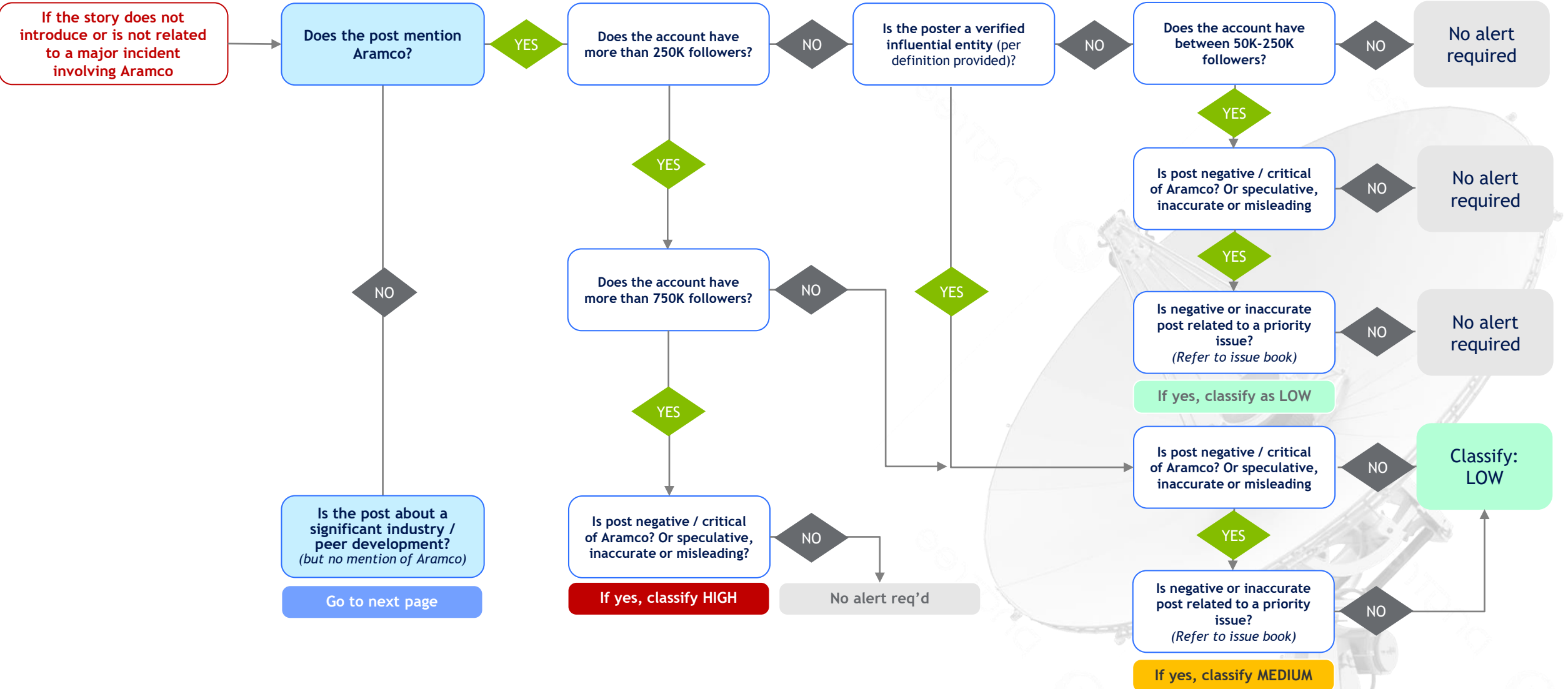
Classification level | Crisis



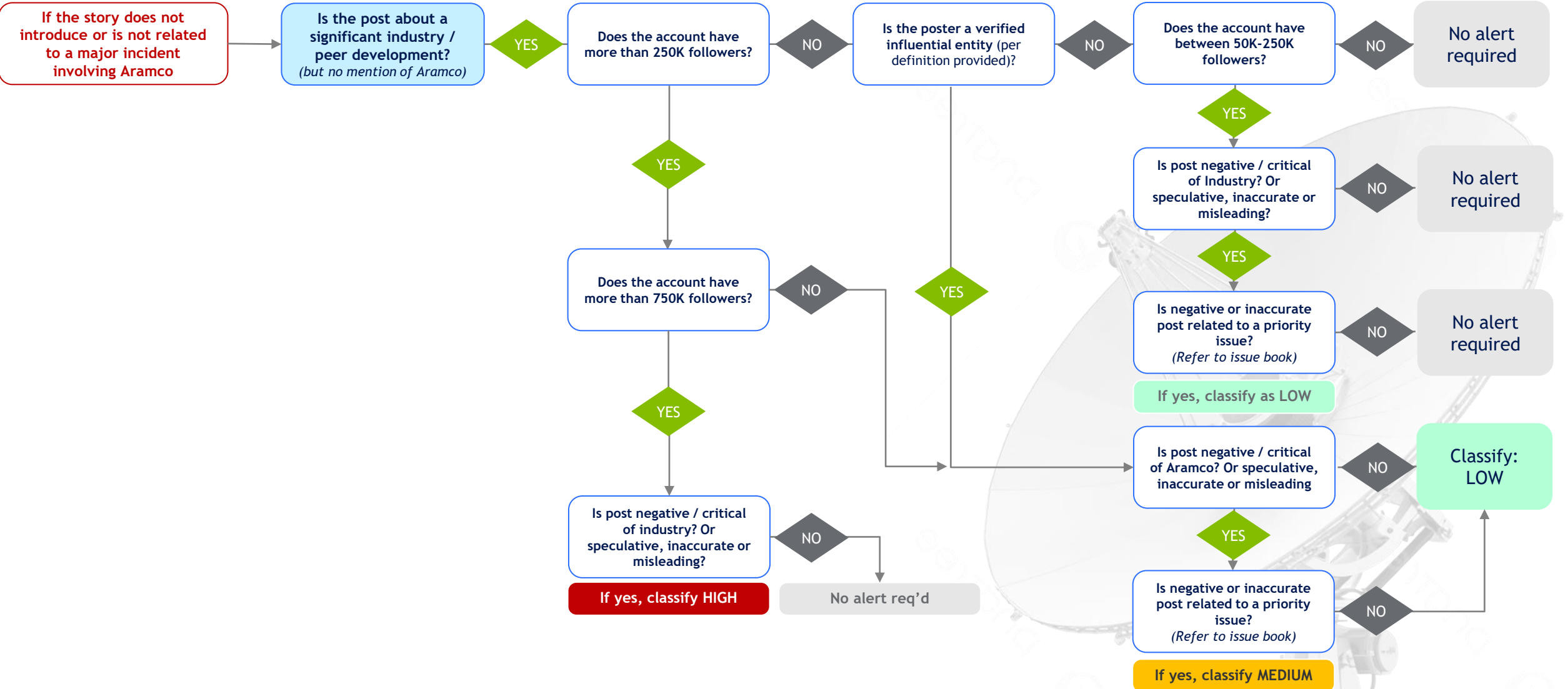
* - This should be the first known post related to the issue. Otherwise follow the guidance on the next page.



Classification level | Non-priority issue



Classification level | Non-priority issue



Criteria related to “influential” entity

Institution	Individual
Any Saudi government ministry	Any Saudi Royal Family member, minister
Any Saudi Royal Commission	Any head of state
Any International Ministry of foreign affairs	Any International Minister of foreign affairs
Any IOC among Shell, Total, BP, Chevron, ExxonMobil, Equinor	Any CEO or C-suite executive of IOC
Any Regional or Chinese NOC	Any CEO or C-suite executive of NOC
Any UN-affiliated entity	Any senior UN leadership
Any NGO from list at right	Any senior NGO leadership
Any Fortune 100 company	Any Fortune 100 CEO or C-suite exec
Any international organization from list at right	Any elected representative from the country list at right

NGOs:

- Amnesty International
- Human Rights Watch
- Greenpeace
- Friends of the Earth
- WWF

Elected officials:

- United States
- European Union
- UK
- Germany
- France

International Orgs:

- FIFA
- OECD
- EU
- WTO
- OPEC
- G20
- COP
- WEF
- IOC

Priority Media

KSA/GCC - 13	Americas - 6	Europe - 3	Asia - 13		Trade - 11	Wires/Int'l - 5
Al Arabiya	United States	United Kingdom	China	Singapore	Energy Intelligence	Bloomberg
Al Eqtisadiah	Axios	BBC	Caixin	Business Times	Upstream Online	CNBC
Al Jazirah	CNN	The Times	People's Daily	CNA	Offshore Energy	Economist
Al Riyadh	The New York Times	Poland	SCMP	Malaysia	S&P Global	Financial Times
Arab News	Wall Street Journal	Gazeta Wyborcza	Xinhua	The Edge	Oil & Gas Journal	Reuters
Argaam	Chile		India	South Korea	Hart Energy	
Asharq Al Awsat	El Mercurio		Mint	JoongAng	Argus Media	
Asharq Bloomberg	Diario Financiero		Economic Times	Maeil Business	Natural Gas World	
Attaqa			Japan		Natural Gas Intelligence	
CNBC Arabia			Nikkei Asia		Hydrocarbon Engineering	
MBC			Pakistan		Hydrocarbon Processing	
Saudi Press Agency			Dawn			
Al Ekhbariya						