**Media Alerts Management Framework (Updated)**

**1. Criteria for Flagging and Classification of Media Alerts**

The Media Alerts Management Framework is designed to help Aramco identify, assess, and respond to media and social media mentions that could impact operations, reputation, or regulatory standing. Alerts are categorized into four levels based on severity and require corresponding actions.

**Classification Levels and Criteria**

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| **Classification Level** | **Criteria for Flagging** | **Examples of Media Alerts and Emerging Issues** | **Action Required** |
| **URGENT** | News articles or social media posts focused on Aramco that pose an immediate threat to operations, reputation, regulatory compliance, safety, or leadership. These alerts require urgent intervention to prevent severe consequences. | - Breaking news directly involving Aramco's oil spills, explosions, or environmental incidents.  - Publicized regulatory fines, penalties, or investigations specifically targeting Aramco.  - Reports of cyberattacks or data breaches affecting Aramco’s operational or critical systems.  - Unauthorized public statements or social media posts by Aramco employees concerning company policies.  - Viral impersonation scams directly involving Aramco executives or misusing the company’s brand.  - Major protests or accidents involving Aramco sites or operations that result in fatalities.  - Leadership misconduct allegations against Aramco executives or senior management. | Escalate immediately to the Aramco Major Issues WhatsApp group, Burson teams, Aramco crisis teams, legal, and executive management **within 15-20 minutes**.  Please see Exhibit A for more details about the escalation process. |
| **HIGH** | News articles or social media posts focused on Aramco with the potential to impact reputation, operations, or regulatory standing if not managed proactively. These alerts need close monitoring to avoid escalation. | - Coordinated social media campaigns directly targeting Aramco's policies or practices.  - Community protests or worker strikes involving Aramco operations, provided there are no immediate safety risks.  - Early media coverage of regulatory changes expected to impact Aramco's compliance costs.  - Negative analyst reports or warnings of credit downgrades specifically referencing Aramco.  - Criticism from major stakeholders, such as investors or NGOs, directly addressing Aramco's activities or decisions.  - Scandals mentioning Aramco and involving its affiliates or partners with potential indirect reputational impact on the company. | Notify the Aramco Major Issues WhatsApp group and the Burson teams **within 15 to 20 minutes.** |
| **MODERATE** | News articles or social media posts referencing Aramco, with limited reach or potential impact but may evolve over time. Requires monitoring to detect trends early. | - Negative social media chatter directly about Aramco’s sustainability issues or ESG initiatives.  - Niche publications covering minor operational inefficiencies specifically related to Aramco.  - Low-reach accounts posting speculative rumors directly involving Aramco, its people, or its operations.  - Regional policy changes explicitly mentioning Aramco with potential delayed impacts on the company.  - Anonymous employee reviews raising minor grievances specifically about working at Aramco. | Notify the Aramco Major Issues WhatsApp group and the Burson teams **within 15 to 20 minutes.** |
| **LOW** | Important mentions in news articles or social media posts with minimal impact on operations or reputation but with potential strategic significance for tracking trends, opportunities, or achievements. These alerts are logged for reference, trend analysis, or future action. | - Coverage of Aramco’s press releases or announcements containing inaccurate, speculative, or misleading content.  - Mentions of Aramco’s participation in major industry conferences or events in top-tier media.  - Major industry news or early signs of an industry-wide issue specifically referencing Aramco or its role.  - Major crises affecting a competitor with implications or comparisons drawn to Aramco.  - Mentions of Aramco’s major partnerships or collaborations featured in top-tier media. | Please notify the Aramco Major Issues WhatsApp group and the Burson teams **within 15 to 20 minutes.** |

**2. Exhibit A**

A screenshot of a computer screen

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