**Aramco Feedback:**

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| Social Media Posts | Stop flagging any X post below 50K followers | However, if the news is putting Aramco in a negative light, and the followers are between 40K and 50K, check with Mehdi if we can flag the news on the C5i x Burson group |
| Criteria for “High”  (NEWS) | 1. News articles that meet the specified criteria shared previously in the Word document AND 2. Aramco is mentioned at least 2 times AND 3. Is from the shared list of top-tier media outlets. | Mark some news as High only when it meets all three criteria. If it is not mentioned at least twice and is not from a top-tier media, then flag it as moderate |
| Criteria for “HIGH” (Social media post) | 1. That meet the specified criteria shared previously in the Word document  AND 2. Received at least 1,000 interactions (such as shares, likes, comments, etc.) or 3. Came from accounts with more than 50,000 followers | Flag as High, if the criteria are met |
| Partnerships | FIFA – Aramco is a major sponsor of FIFA. All unique negative associations with FIFA are relevant to Aramco even if Aramco is not mentioned in the article | Flag as Moderate |
| Stock Related News | To be flagged only when there is a major crash that is seriously affecting Aramco. Daily stock news is quite frequent, and we do not need to draw the client's attention to it due to the nature of this type of news. | However, flag market analysts from major outlets like Bloomberg, WSJ, and FT. When a well-known analyst from a top-tier publication emits their opinion on Aramco stock, whether it is positive or negative, that should be flagged. |

* Don’t flag the same news again, unless there is a development or a different perception related to the news.
* Avoid using judgmental language in the summary.
* No need to flag stories that do not directly implicate Aramco
* Stock-related news in Arabic outlets should only be flagged in the event of a major crash. It's important to note that daily stock news is quite frequent, and we do not need to draw the client's attention to it due to the nature of this type of news. We don't flag them unless it’s seriously affecting Aramco. These should not be confused with market analysts from major outlets like Bloomberg, WSJ, and FT. When a well-known analyst from a top-tier publication emits their opinion on Aramco stock, whether it's positive or negative, that should be flagged.
* Refrain from flagging social media posts from news outlet social accounts unless the story hasn't been flagged from their website yet.
* Given that Aramco is a major sponsor of FIFA, News related to FIFA and Aramco should be flagged as Moderate. No action is needed.
* Flag only major news items or risk. No need for a generic flag.
* For social media, we need to prioritize flagging posts that offer unique content. Additionally, it's not necessary to flag individuals or accounts that are sharing links to news articles, especially those from the official social media pages of news organizations. An exception would be if a highly-followed individual shares a link to an article while providing their own commentary— for instance, a prominent banker sharing this link and stating, “I do not recommend buying Aramco’s stock.” In such cases, flagging the post would be appropriate. However, when it comes to the LinkedIn account of a news organization like Arab News sharing a link to an article from their website, there is no need for concern, especially if the link to the article has already been flagged.
* <https://attaqa.net/2024/11/22/%D8%A3%D8%B1%D8%A7%D9%85%D9%83%D9%88-%D8%AA%D9%88%D8%A7%D8%B5%D9%84-%D8%AA%D8%B9%D9%84%D9%8A%D9%82-%D8%B9%D9%85%D9%84-%D9%85%D9%86%D8%B5%D8%A7%D8%AA-%D8%A7%D9%84%D8%AD%D9%81%D8%B1-%D8%A7%D9%84%D8%A8/> - No need to flag this. Aramco is strategically managing its production to ensure competitive pricing in the market.
* Flag as "HIGH" only the articles that meet the specified criteria shared previously and are from the following list of top media outlets.
* let's stop flagging any X post below 50K followers  
    
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  Description automatically generated
* Please flag as "HIGH" only the news articles that meet the specified criteria shared previously in the Word document, with Aramco mentioned at least 2 times, and are from the shared list of top-tier media outlets.
* For social media posts, only flag them as "HIGH" posts that have received at least 1,000 interactions (such as shares, likes, comments, etc.) or come from accounts with more than 50,000 followers.
* IMPORTANT:   
  Let's not say anymore, "An Advice note will be provided shortly" in items flagged as "HIGH" and “URGENT”; please add instead "Advice will follow."
* Aramco is a major sponsor of FIFA. The related news is to be flagged as Moderate. However, if the news has already been flagged, do not repeat it.
* Stock-related news should only be flagged when it is about a major crash.
* Reliance, Adani's biggest competitor in the green energy space, is Aramco's partner in India for natural gas. The recent news about Adani, which may or may not affect its operations, could potentially increase scrutiny on Reliance and, by extension, Aramco.

On the other hand, this development might also create new opportunities for Aramco and Reliance. My recommendation would be to monitor this situation closely but only escalate issues that could have significant legal or regulatory impacts on Reliance's natural gas business, as these could further affect its partnership with Aramco.