

**GENERAL INSTRUCTION MANUAL**

ISSUING ORG. PUBLIC RELATIONS DEPARTMENT

SUBJECT INTERACTION WITH EXTERNAL MEDIA

G. I. Number **Approved**  
850.012ISSUE DATE  
08/22/2010REPLACES  
NEWAPPROVAL  
AFKPAGE NO.  
1 OF 4**Content:**

This instruction sets forth definitions, procedures and interdepartmental responsibility for communicating with external media and providing requested information to the Domestic and International Media Relations Units (MRUs), of the Public Relations Department (PRD). The text includes:

1. Introduction
2. Purpose
3. Conditions
4. Procedure
5. Responsibilities

**1.0 Introduction**

**1.1** Employees may be contacted from time to time by international or local news organizations, including industry-specific or financial news media, bloggers, academic researchers, or other research groups looking for comments, background information or interviews. In addition, the Company's personnel frequently attend events where there is a high likelihood that media contact will take place. It is imperative that the Company's communications to all outside third party groups and individuals properly convey the Company's message and that the Company's confidential, sensitive, and trade secret information be protected. To ensure accuracy, consistency and responsiveness when dealing with the news media while concurrently preserving the Company's restricted and confidential information, this document provides a comprehensive guide for employees to follow regarding third-party news and media contacts.

**2.0 Purpose**

**2.1** The main goals of this General Instruction (GI) are the following:

- 2.1.1 Ensure that no information is released that might endanger the safety and security of Company employees and facilities.
- 2.1.2 Protect the Company's image and reputation.
- 2.1.3 Satisfy the information needs of Saudi Aramco's stakeholders.
- 2.1.4 Provide consistent Corporate messaging as per GI 0850.006 (Review and Approval of Information for Public Release) and the most recent draft of the Review Procedures and Reference Information Manual (Internal PRD Document) for review of all published materials including external presentations, technical papers, and speeches.
- 2.1.5 Maintain business confidentiality, as per GI 0710.002 (Classification of Sensitive Documentation).
- 2.1.6 Ensure market stability and investor confidence for joint venture partners in Saudi Aramco projects.
- 2.1.7 Maintain positive relationships with media organizations.

**3.0 Conditions**

- 3.1** To facilitate the flow of accurate, non-restricted information to the news media, while maintaining consistency in our messages.
- 3.2** Our main objective is to ensure the accuracy and consistency of information provided to the media. Because of the tight deadlines under which most media operate, such inquiries must be referred to MRU on a rush basis, so the Company can meet the stringent expectations of journalists worldwide.
- 3.3** Wherever the term "employee" or "employees" appears, it includes all employees, management, and contractors with the exception of Corporate and Executive management.
- 3.4** Corporate messaging refers to the consistent use of facts, policies and positions that enable the Company to fulfill its mission statement: *Saudi Aramco's mission as an integrated international company is to engage in all activities related to the hydrocarbon industry, on a commercial basis and for the purpose of profit.*

**GENERAL INSTRUCTION MANUAL**

ISSUING ORG. PUBLIC RELATIONS DEPARTMENT

SUBJECT INTERACTION WITH EXTERNAL MEDIA

G. I. Number **Approved**  
850.012ISSUE DATE  
08/22/2010REPLACES  
NEWAPPROVAL  
AFKPAGE NO.  
2 OF 4**4.0 Procedures****4.1 Media Inquiries**

- 4.1.1 All employees must refer all contacts from third-party media representatives to the respective Supervisor of the appropriate Media Relations Unit (MRU). All contacts from domestic media are to be referred to the Domestic Media Relations Supervisor, tel: 874-5885. All contacts with international media are to be referred to the International Media Relations Supervisor, tel.: 874-5350.

**4.2 Question Referrals**

- 4.2.1 The MRUs are responsible to respond in a timely manner to media inquiries. When the MRUs receive a media inquiry, they may contact various business lines or relevant departments to research responses and provide the most up-to-date and appropriate information possible. Any request from an MRU is to be treated as a rush item, as newspapers and other media usually expect the company to respond in a timely manner.
- 4.2.2 If preparing a response to an MRU request requires extensive research and the gathering of considerable information, immediately advise the MRU so that it can coordinate with the media accordingly. This will help manage journalists' expectations regarding deadlines, and contribute to the positive image of Saudi Aramco as a credible and responsive organization.
- 4.2.3 If a response to a media question referred by an MRU involves proprietary or otherwise sensitive information, immediately alert the MRU to this fact. In most such cases, the MRU may still require the requested information to draft a response that does not divulge proprietary information but which addresses the inquiry in a cogent manner. PRD is responsible for maintaining the confidentiality of any sensitive information provided to it for the purposes of drafting a cogent response to media.
- 4.2.4 The MRU may consult the Law Department for advice and assistance if necessary.

**4.3 Pre-Planned Events**

- 4.3.1 Approval given for an employee to attend a public event such as a trade show, panel discussion or technical paper presentation, is a tacit understanding by the respective business line that a public discourse may arise from such participation. It is, therefore, the primary responsibility of the respective business line to ensure the employee is fully prepared to represent the company with pre-approved talking points, Q&As, and / or redline topics to avoid. In the event that the employee receives questions outside his/her preparations, the employee should direct the questions to the relevant MRU for a reply.
- 4.3.2 Advance briefing documents should follow the same approval process as for published materials, securing approval by the relevant manager or executive within the business line, followed by Review and Approval by PRD.

**4.4 Employees' Media Contact Guidelines**

- 4.4.1 Any employee who wishes to act directly or indirectly as a correspondent, reporter, source, or information provider to third-party media on Company-related issues, must alert the Company and seek the guidance of PRD. Normally, only designated members of PRD, or employees approved by PRD may discuss company business or operational matters with third-party news media. Other employees who wish to address company matters with the media must first secure approval from PRD.
- 4.4.2 An employee who is approved by PRD and who holds himself out as a subject matter expert should only speak on matters within their area of expertise and avoid the disclosure of any information classified as "sensitive" unless specific prior approval has been received from both the respective business line head and PRD. If an employee

**GENERAL INSTRUCTION MANUAL**

ISSUING ORG. PUBLIC RELATIONS DEPARTMENT

SUBJECT INTERACTION WITH EXTERNAL MEDIA

G. I. Number **Approved**  
850.012ISSUE DATE  
08/22/2010REPLACES  
NEWAPPROVAL  
AFKPAGE NO.  
3 OF 4

receives a question and is unsure of the facts, the question should only be answered after the employee has been able to check the facts.

4.4.3 Questions pertaining to aspects of the Company's operations outside an employee's area of expertise should not be answered. Instead, the employee should refer the journalist to PRD or request the journalist to submit the question in writing or via email to PRD so that it may be redirected to the appropriate subject matter expert.

4.4.4 Employees who wish to deal with third-party media outlets on topics unrelated to the Company, its activities or operations, may do so provided they do not do so in their capacity as a Company employee or use their affiliation with the Company to support such interactions, including wearing a company uniform during unsanctioned activities. This is to avoid a situation in which an employee may mistakenly be perceived by the public, or the media, as speaking on behalf of Saudi Aramco. Exceptions to this rule are available, provided that approval is obtained in advance from PRD.

4.4.5 If an employee is uncertain how to proceed in any situation involving the news media, please contact PRD for assistance.

**5.0 Responsibilities**

5.1 The Business line, admin area and departmental heads are responsible for any information disclosed to the public, the primary review and approval of technical information and sensitivity of content, the identification of employees who may disclose any information to the public and for securing additional approvals necessary from PRD and senior management, as necessary, in relation to pre-planned events.

5.1.1 It is the responsibility of the business line, admin area, or department head to secure the appropriate level of advance approval for any information shared with the public based on a rigorous scrutiny of the content, its potential impact on business operations, and the sensitivity level.

5.2 PRD is responsible for answering and providing advice to employees who report media questions or contacts.

5.3 PRD is responsible to monitor the media for unauthorized information releases and report violations to Industrial Security for investigation and action.

5.4 The MRUs are tasked as the sole entities in the Company authorized to deal with the news media and release information on behalf of the Company or related to its activities and operations.

5.4.1 The MRUs are to request information as needed to respond to media requests.

5.4.2 Failure by an employee to respond or cooperate with an MRU request will be reported to the employee's management.

5.4.3 The MRUs are responsible for ensuring, through its internal procedures and approvals processes, that no proprietary or sensitive information is released to the media and is handled internally with appropriate safeguards.

5.4.4 The relevant MRU is responsible for the accuracy and propriety of responses to news media inquiries by securing approval by proponent executive head and SAA executive head before release.

5.5 Employees, contractors and dependents will refrain from commenting to the media on Company-related matters, in any form whatsoever, unless they have already secured written permission from PRD.

5.6 Every employee is responsible for responding in a timely manner to an information request received from an MRU.

SAUDI ARABIAN OIL COMPANY (Saudi Aramco)

## GENERAL INSTRUCTION MANUAL

ISSUING ORG. PUBLIC RELATIONS DEPARTMENT

SUBJECT INTERACTION WITH EXTERNAL MEDIA

G. I. Number **Approved**  
850.012

ISSUE DATE  
08/22/2010

REPLACES  
NEW

APPROVAL  
AFK

PAGE NO.  
4 OF 4

### APPROVED:

---

**Sr. Vice President,  
Industrial Relations**

### CONCUR:

---

**Executive Director,  
Saudi Aramco Affairs**

### RECOMMENDED BY:

---

**General Manager  
Public Affairs**

---

**General Attorney,  
Law Department**

\* CHANGE

\*\* ADDITION

NEW INSTRUCTION ☒

COMPLETE REVISION ☐