

WELCOME

Protecting Abbott's Brand

1/5



Protecting Abbott's Brand



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1/5

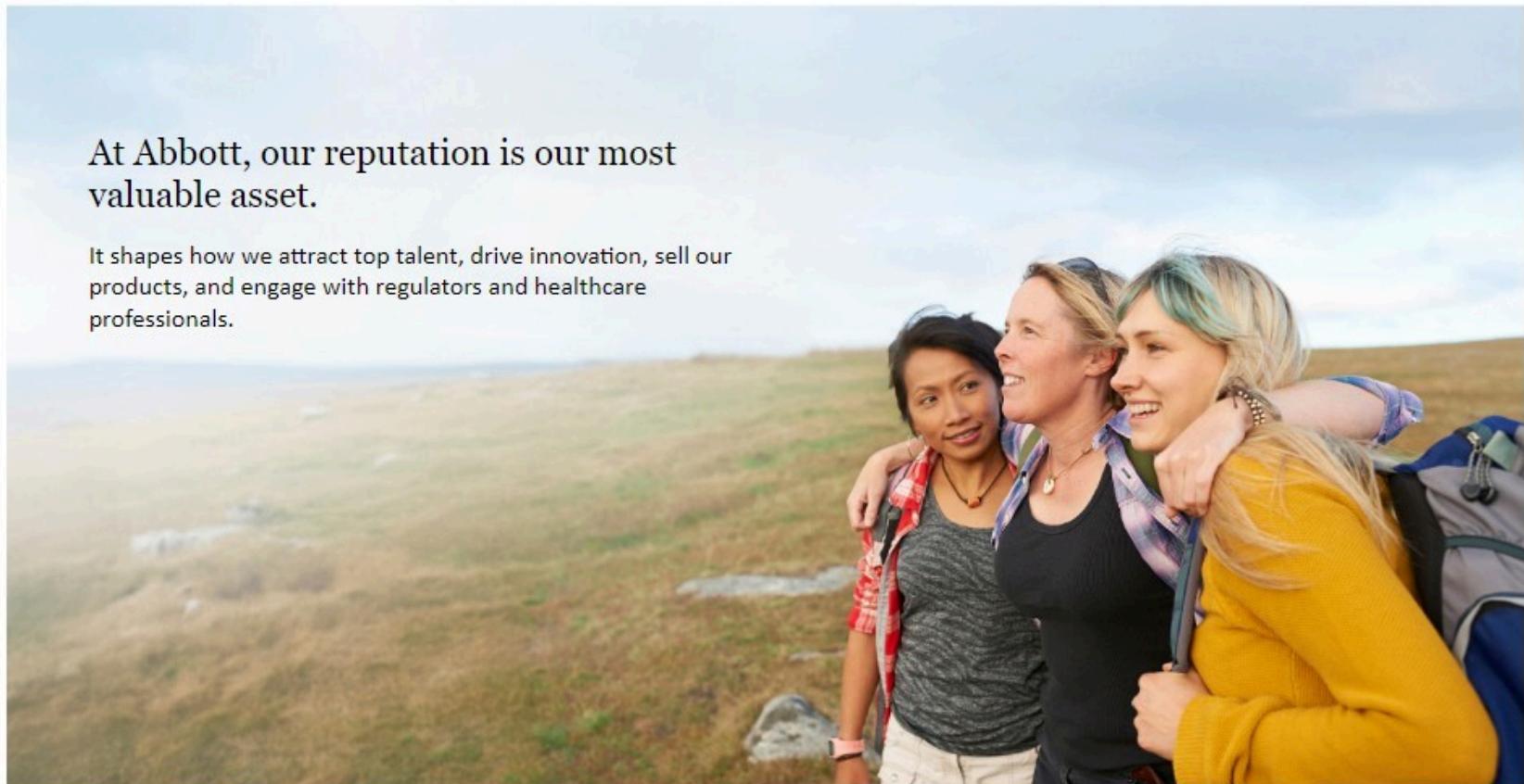
WELCOME

Our Philosophy

< 2/5 — >

At Abbott, our reputation is our most valuable asset.

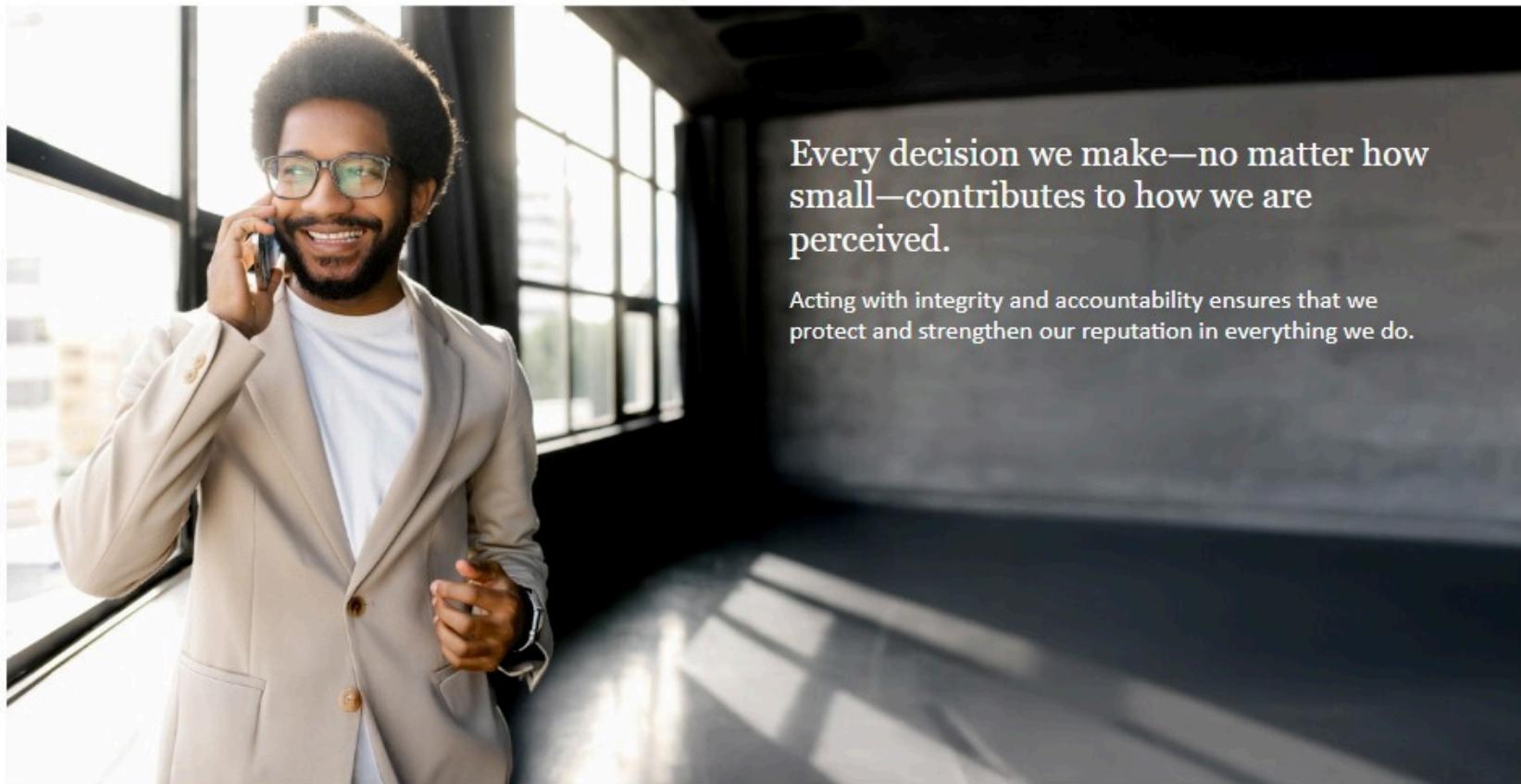
It shapes how we attract top talent, drive innovation, sell our products, and engage with regulators and healthcare professionals.

< 2/5 — >

WELCOME

Our Philosophy

3/5



Every decision we make—no matter how small—contributes to how we are perceived.

Acting with integrity and accountability ensures that we protect and strengthen our reputation in everything we do.

3/5

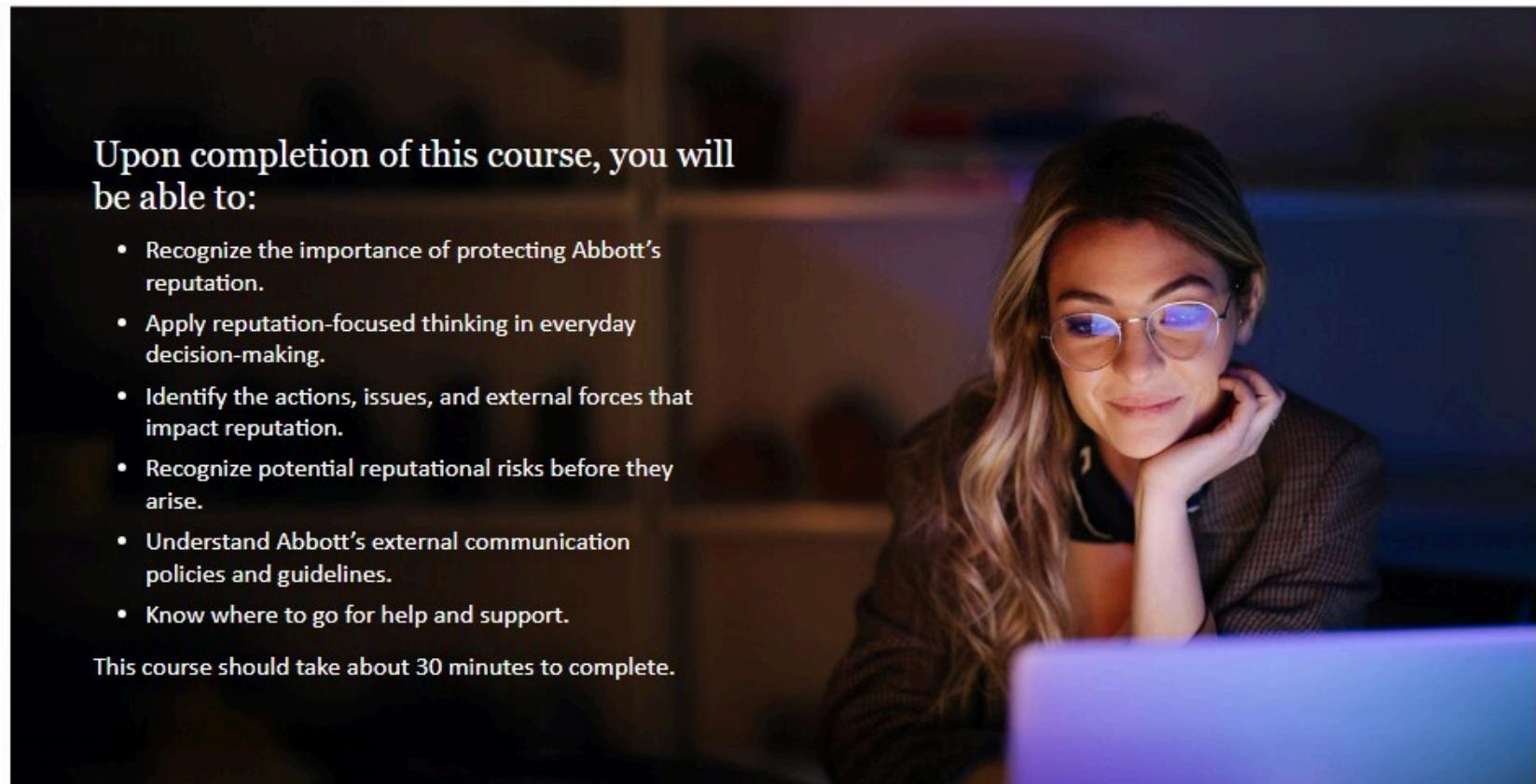
WELCOME

Objectives

Upon completion of this course, you will be able to:

- Recognize the importance of protecting Abbott's reputation.
- Apply reputation-focused thinking in everyday decision-making.
- Identify the actions, issues, and external forces that impact reputation.
- Recognize potential reputational risks before they arise.
- Understand Abbott's external communication policies and guidelines.
- Know where to go for help and support.

This course should take about 30 minutes to complete.



WELCOME

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2 minutes

- 5 Protecting Abbott's Reputation
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- 6 Key Policies and Guidelines
8 minutes

- 7 Your Role in Managing Abbott's Reputation
2 minutes

- 8 Knowledge Check
5 minutes



LEARNING PROGRESS

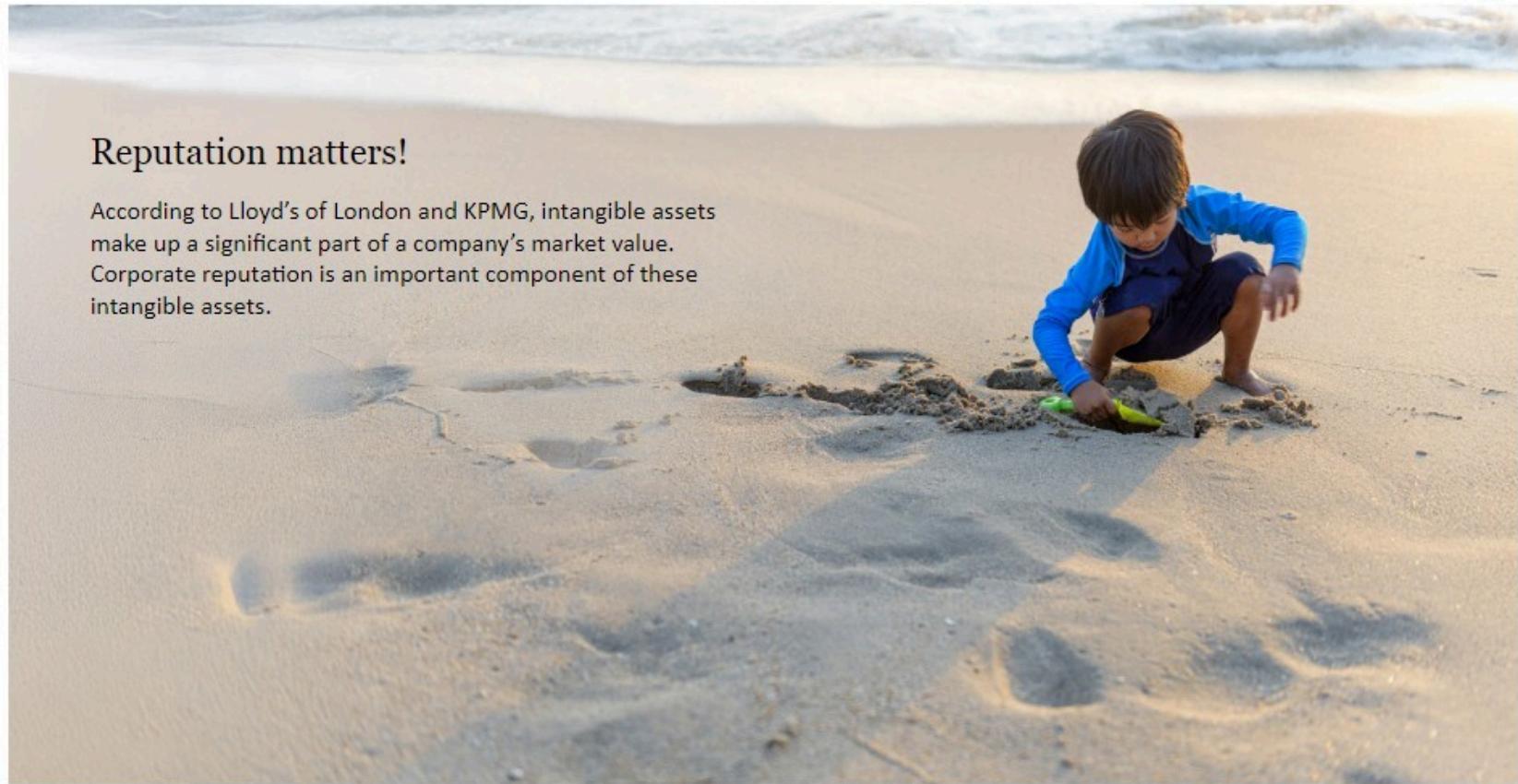


WHY REPUTATION MATTERS

Corporate Reputation

Reputation matters!

According to Lloyd's of London and KPMG, intangible assets make up a significant part of a company's market value. Corporate reputation is an important component of these intangible assets.

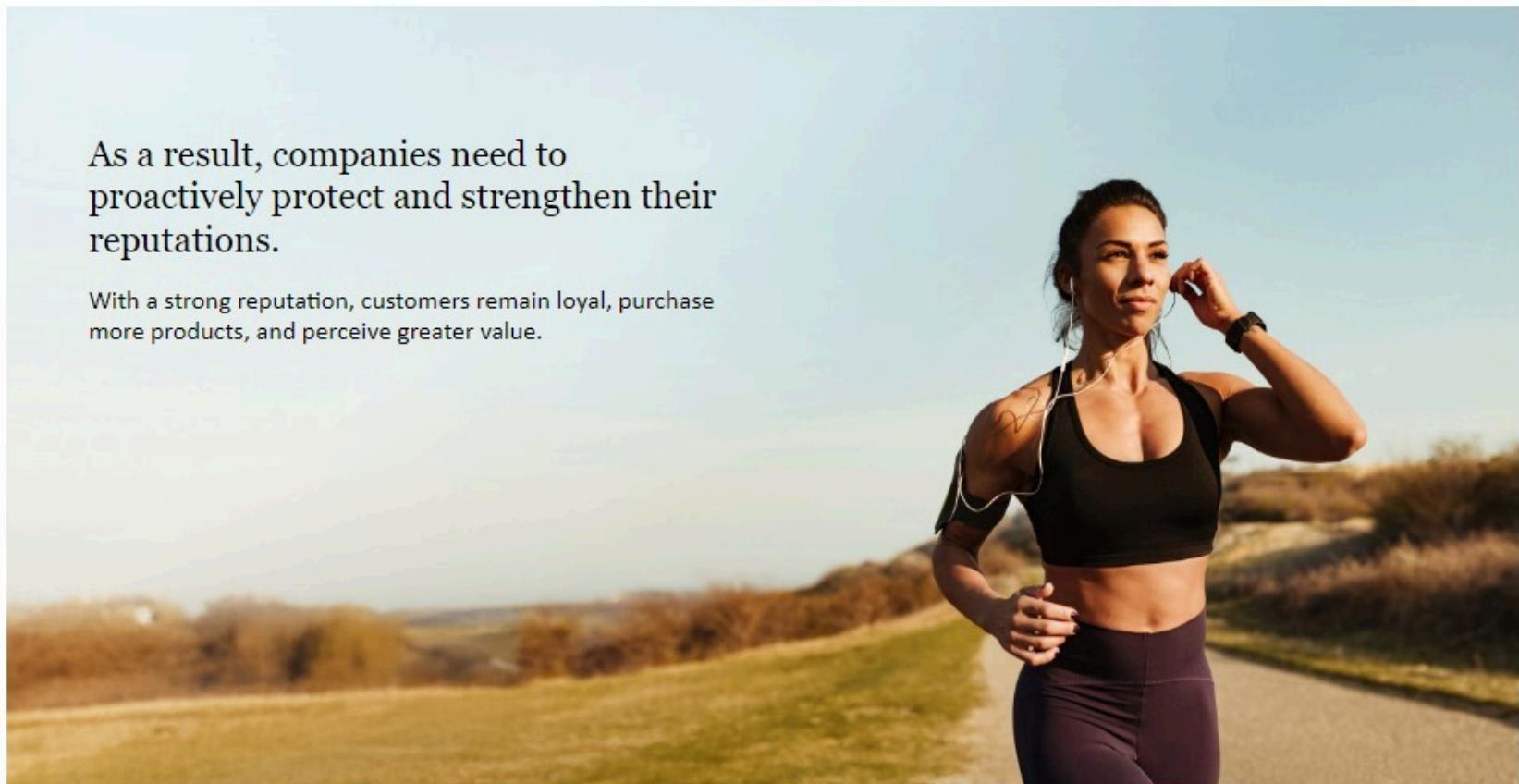


WHY REPUTATION MATTERS

Corporate Reputation

As a result, companies need to proactively protect and strengthen their reputations.

With a strong reputation, customers remain loyal, purchase more products, and perceive greater value.



WHY REPUTATION MATTERS

Corporate Reputation

< 3/12 — >

Reputation positively impacts consumer behavior.

In fact, 78% of consumers buy from companies with excellent reputations—only 9% buy from those with poor ones.

Source: RepTrak

< 3/12 — >

WHY REPUTATION MATTERS

Corporate Reputation



A positive reputation attracts investment.

Companies with excellent reputations attract three times greater investment and financially outperform competitors, beating the S&P 500 by 2.5 times since 2006.

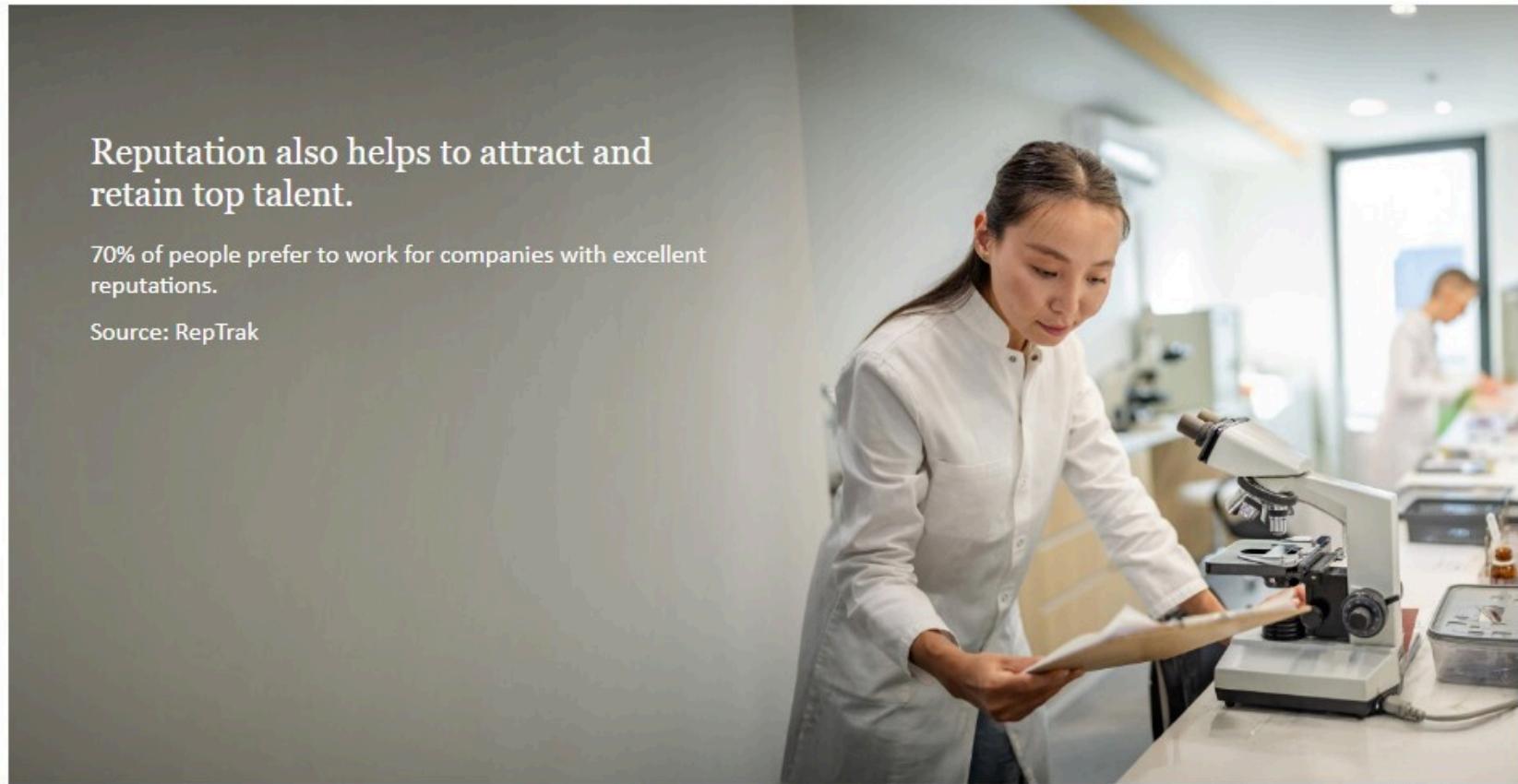
WHY REPUTATION MATTERS

Corporate Reputation

Reputation also helps to attract and retain top talent.

70% of people prefer to work for companies with excellent reputations.

Source: RepTrak



WHY REPUTATION MATTERS

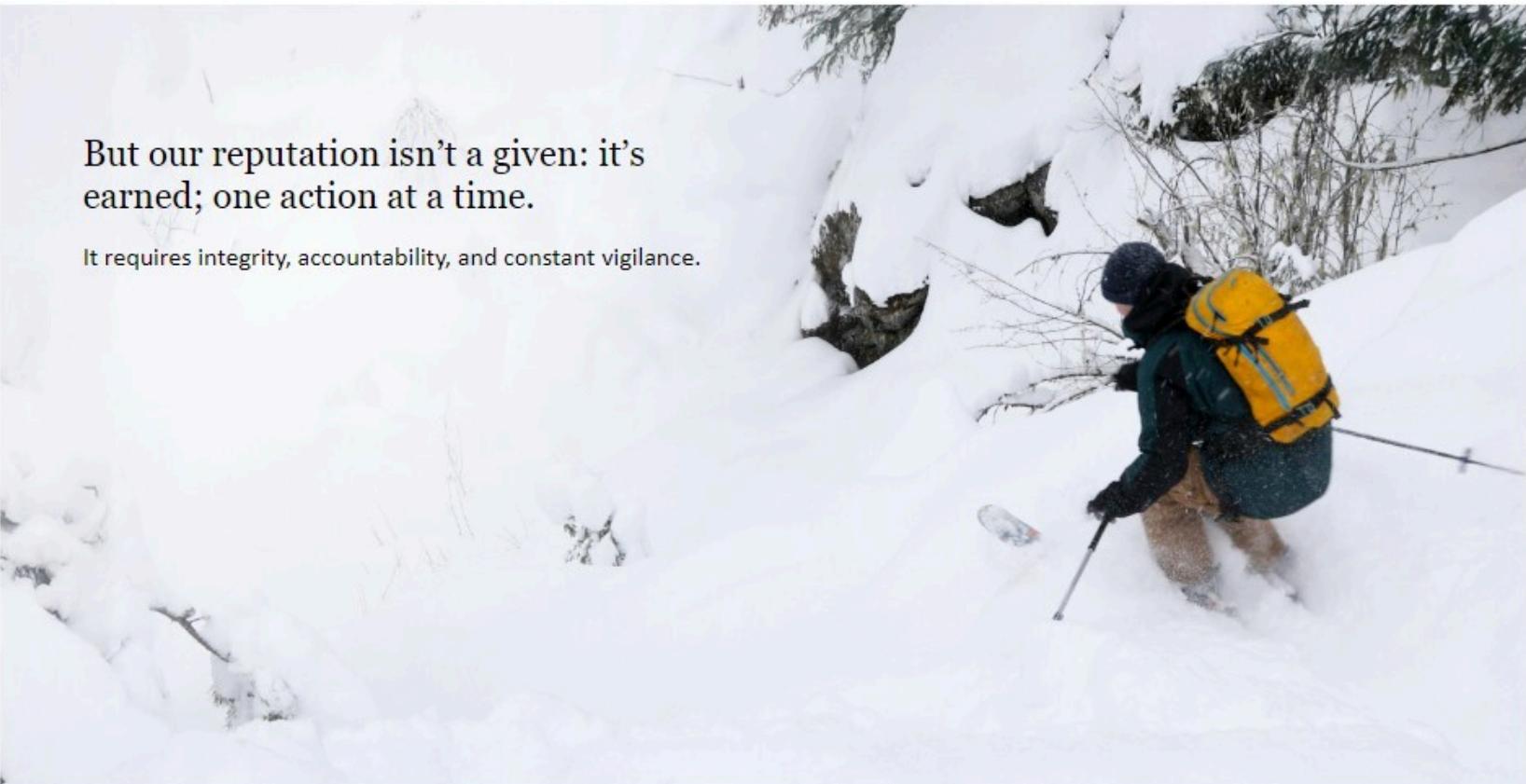
Abbott's Reputation

Everything we do shapes our reputation, from product quality and transparent communications to financial performance and leadership.



WHY REPUTATION MATTERS

Abbott's Reputation

< 7/12 — >

But our reputation isn't a given: it's earned; one action at a time.

It requires integrity, accountability, and constant vigilance.

< 7/12 — >

WHY REPUTATION MATTERS

Abbott's Reputation

< 8/12 — >

At Abbott, our single-minded purpose is to help people live healthier, fuller lives through life-changing technologies and products.

< 8/12 — >

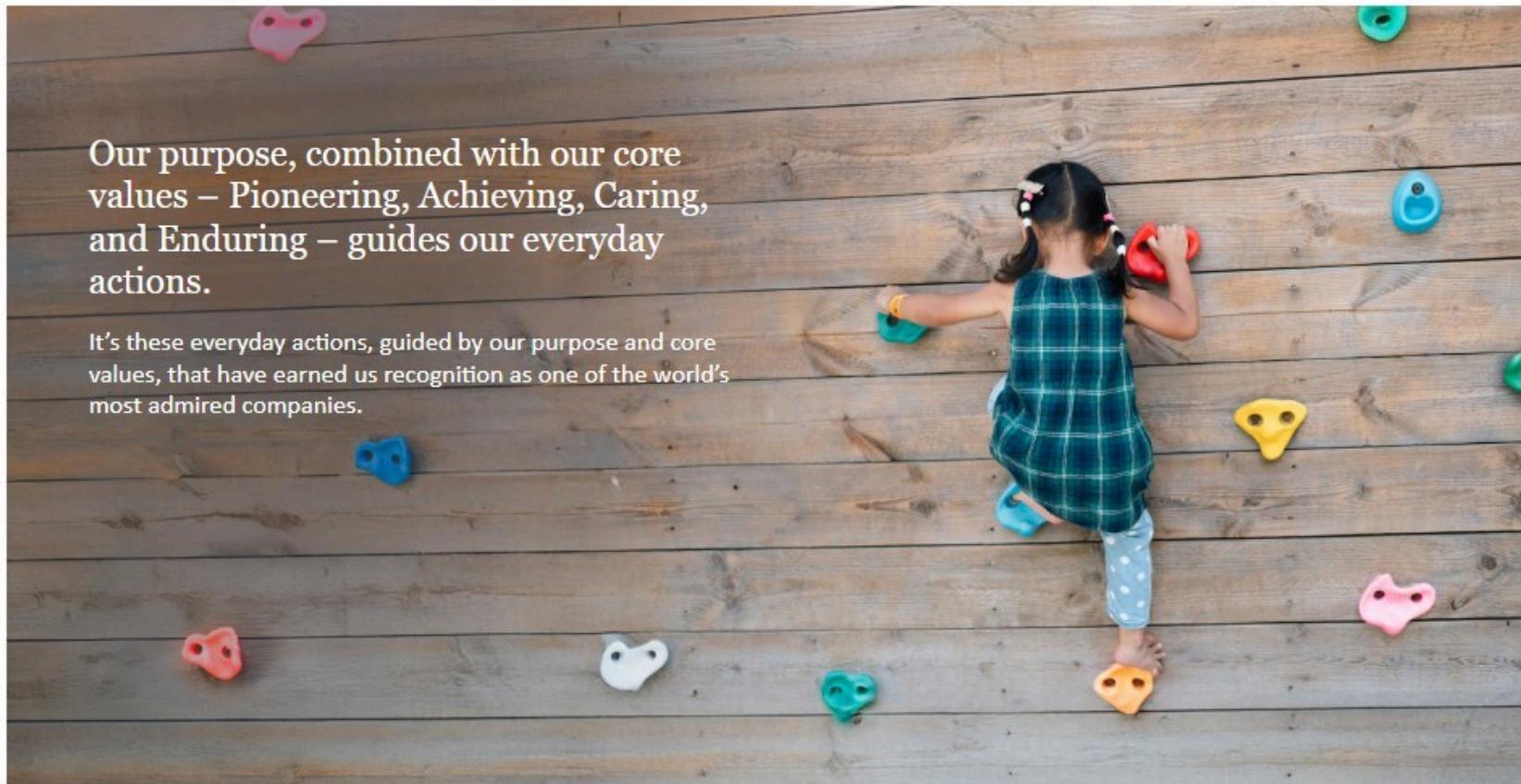
WHY REPUTATION MATTERS

Abbott's Reputation

9/12

Our purpose, combined with our core values – Pioneering, Achieving, Caring, and Enduring – guides our everyday actions.

It's these everyday actions, guided by our purpose and core values, that have earned us recognition as one of the world's most admired companies.



9/12

WHY REPUTATION MATTERS

Abbott's Reputation

10/12

Which of the following is a key benefit companies gain by actively protecting and enhancing their reputation?

Avoidance of regulatory oversight.

Immunity from public criticism.

Increased customer loyalty, investor trust, and attraction of top employees.

SUBMIT



10/12

WHY REPUTATION MATTERS

Abbott's Reputation

10/12

Which of the following is a key benefit companies gain by actively protecting and enhancing their reputation?

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SUBMIT



10/12

WHY REPUTATION MATTERS

Review



11/12



Click the arrow to begin your review.



Review

Take a moment to review some of the key concepts in this section.



11/12



WHY REPUTATION MATTERS

Review

11/12



Corporate Reputation

Corporate reputation significantly influences a company's market value. A strong reputation drives customer loyalty, investment, and talent acquisition.



11/12

WHY REPUTATION MATTERS

Review

11/12

Abbott's Reputation

Our actions guided by our purpose and core values shape our reputation.





11/12

WHY REPUTATION MATTERS

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4 minutes



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2 minutes



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4 minutes



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8 minutes



- 7 Your Role in Managing Abbott's Reputation
2 minutes



- 8 Knowledge Check
5 minutes



LEARNING PROGRESS

23%



12/12

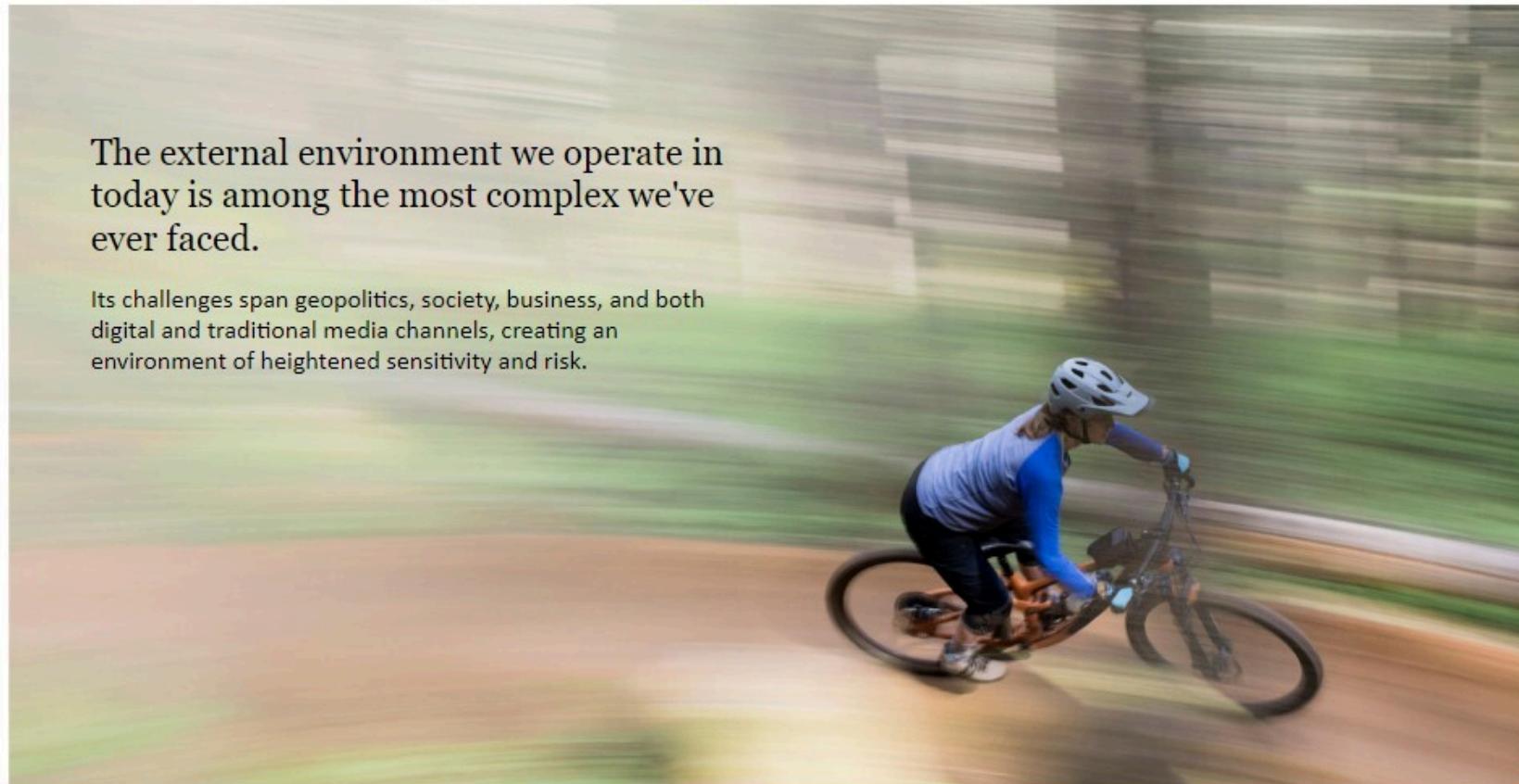


NAVIGATING THE EXTERNAL ENVIRONMENT

The External Environment

The external environment we operate in today is among the most complex we've ever faced.

Its challenges span geopolitics, society, business, and both digital and traditional media channels, creating an environment of heightened sensitivity and risk.

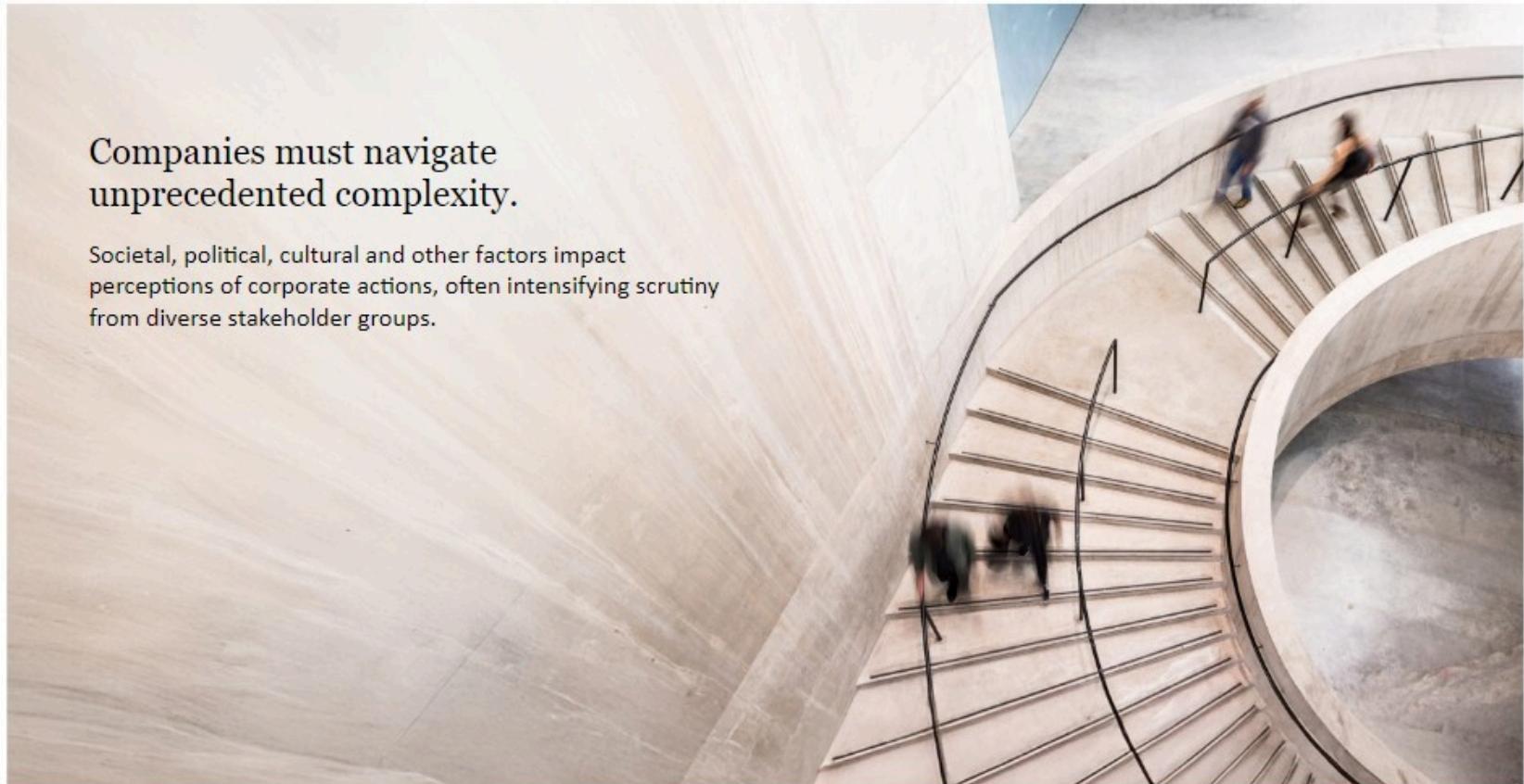


NAVIGATING THE EXTERNAL ENVIRONMENT

The External Environment

Companies must navigate unprecedented complexity.

Societal, political, cultural and other factors impact perceptions of corporate actions, often intensifying scrutiny from diverse stakeholder groups.

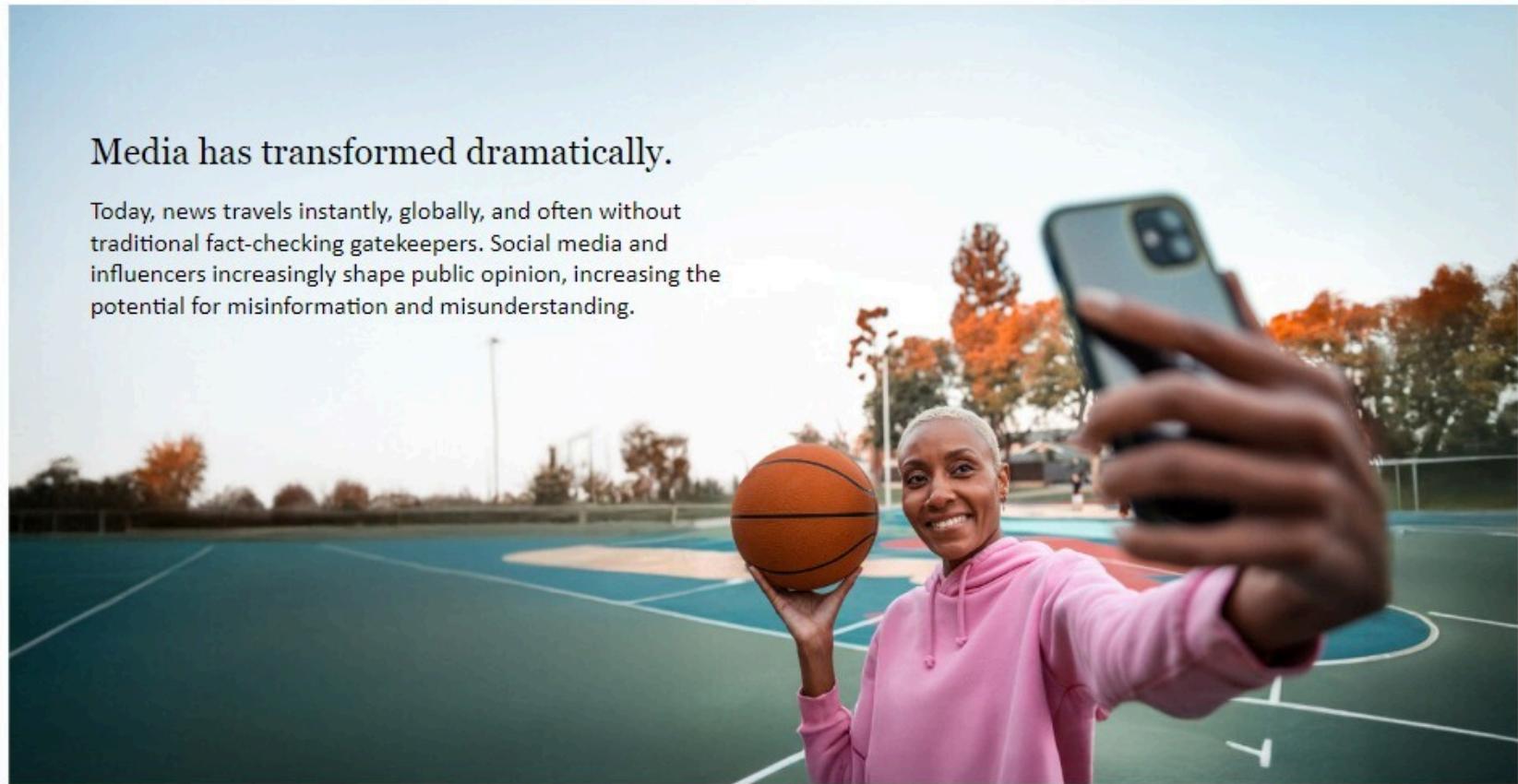


NAVIGATING THE EXTERNAL ENVIRONMENT

The External Environment

Media has transformed dramatically.

Today, news travels instantly, globally, and often without traditional fact-checking gatekeepers. Social media and influencers increasingly shape public opinion, increasing the potential for misinformation and misunderstanding.



NAVIGATING THE EXTERNAL ENVIRONMENT

The External Environment

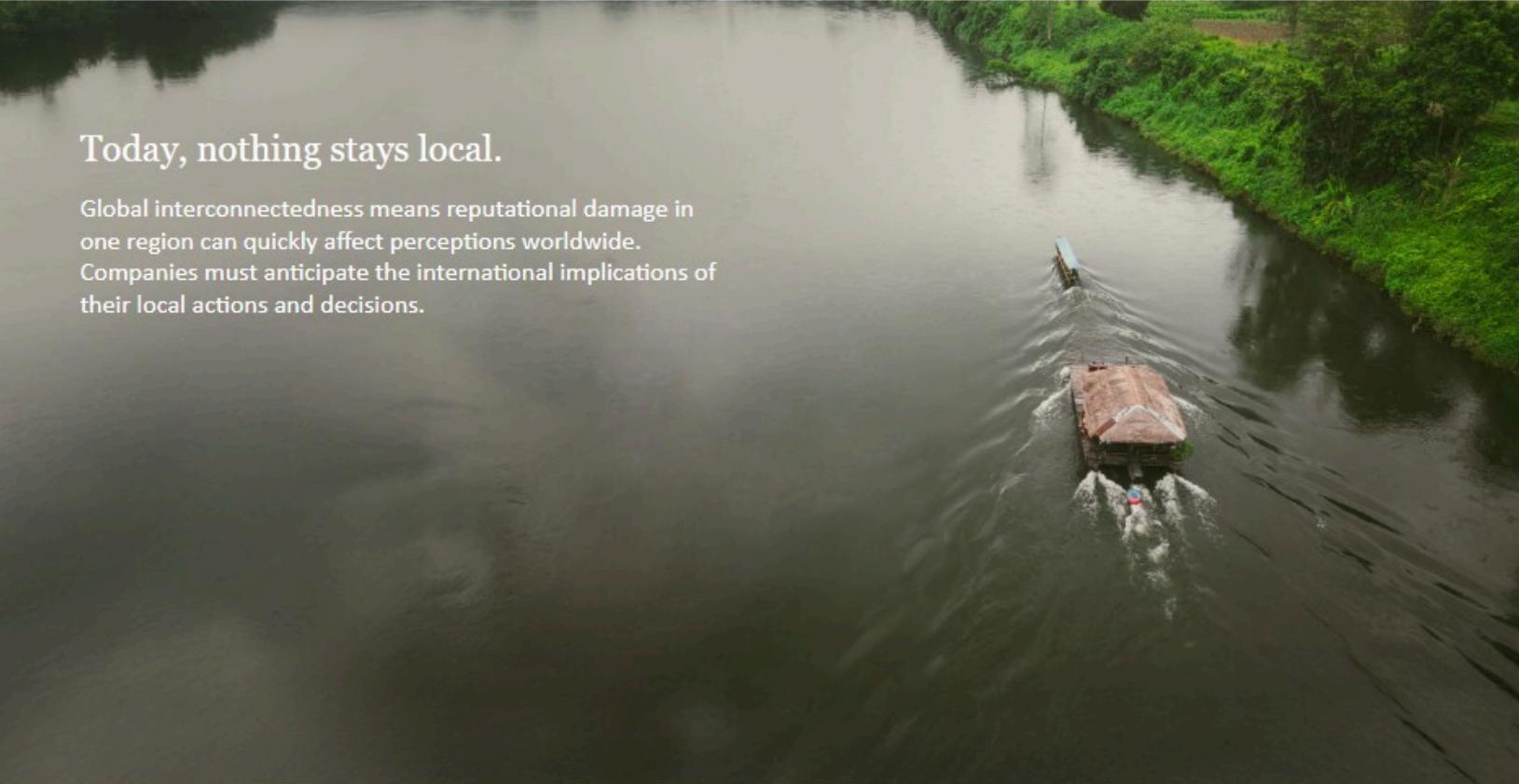
A photograph of two women hiking in a grassy, open landscape under a cloudy sky. The woman in the foreground is smiling and looking towards the camera, wearing an orange and red jacket and a blue backpack. Another woman is visible in the background, slightly out of focus, also smiling. The terrain is a mix of green grass and some rocky areas in the distance.

Consumer expectations are evolving rapidly, driven by social and cultural shifts.

Today's consumers favor companies aligned with their personal values and beliefs, increasing risks for companies that they perceive – rightly or wrongly - as misaligned with their own views.

NAVIGATING THE EXTERNAL ENVIRONMENT

The External Environment

An aerial photograph of a narrow river flowing through a lush, green landscape. A small boat with a red roof is visible on the water, creating a wake. The surrounding area is dense with tropical vegetation and trees.

Today, nothing stays local.

Global interconnectedness means reputational damage in one region can quickly affect perceptions worldwide. Companies must anticipate the international implications of their local actions and decisions.

NAVIGATING THE EXTERNAL ENVIRONMENT

The External Environment

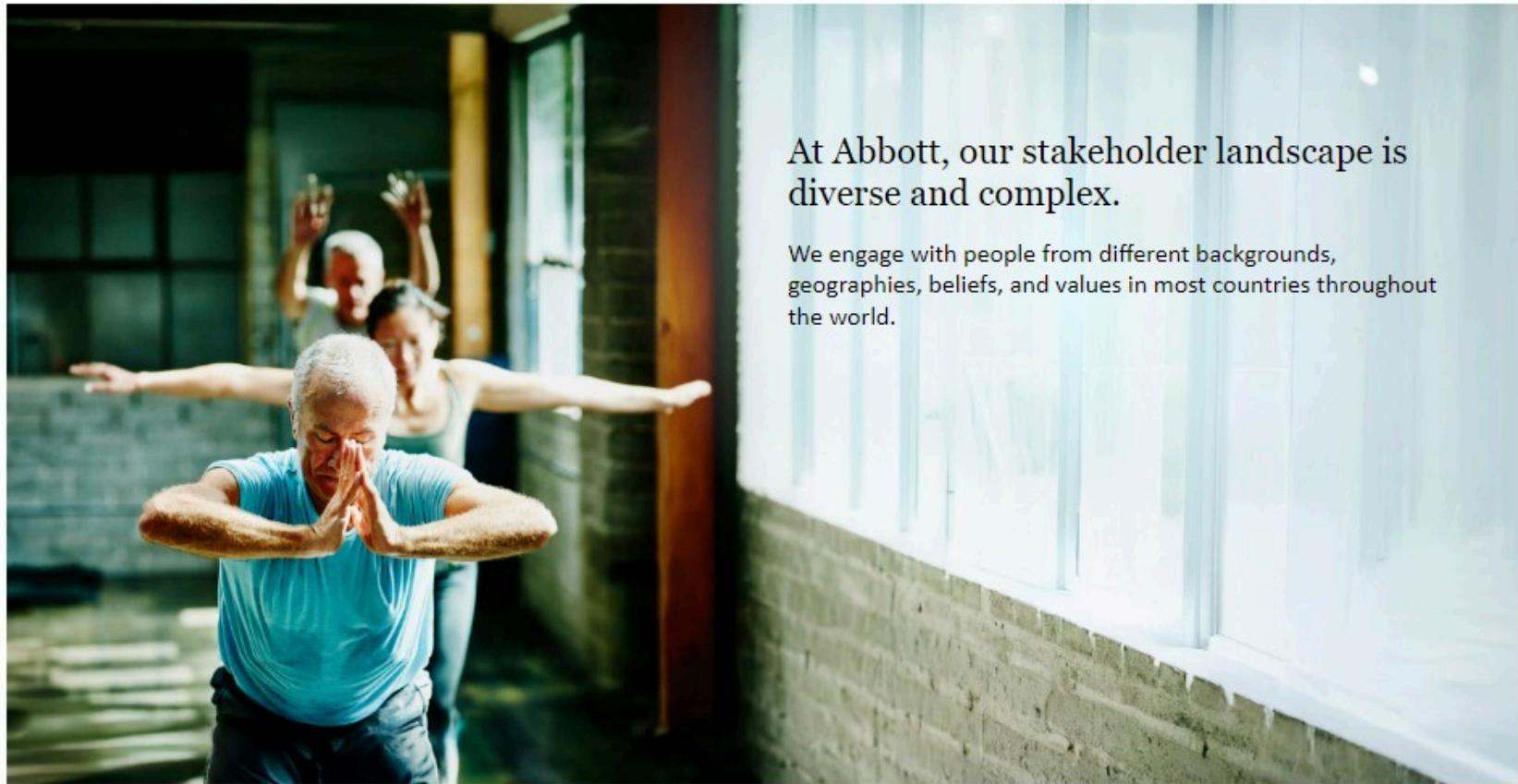
The rise of misinformation presents an added challenge.

Social media's speed and anonymity allow misinformation and conspiracy theories to spread rapidly, complicating how companies manage public perceptions.



NAVIGATING THE EXTERNAL ENVIRONMENT

Navigating this Environment



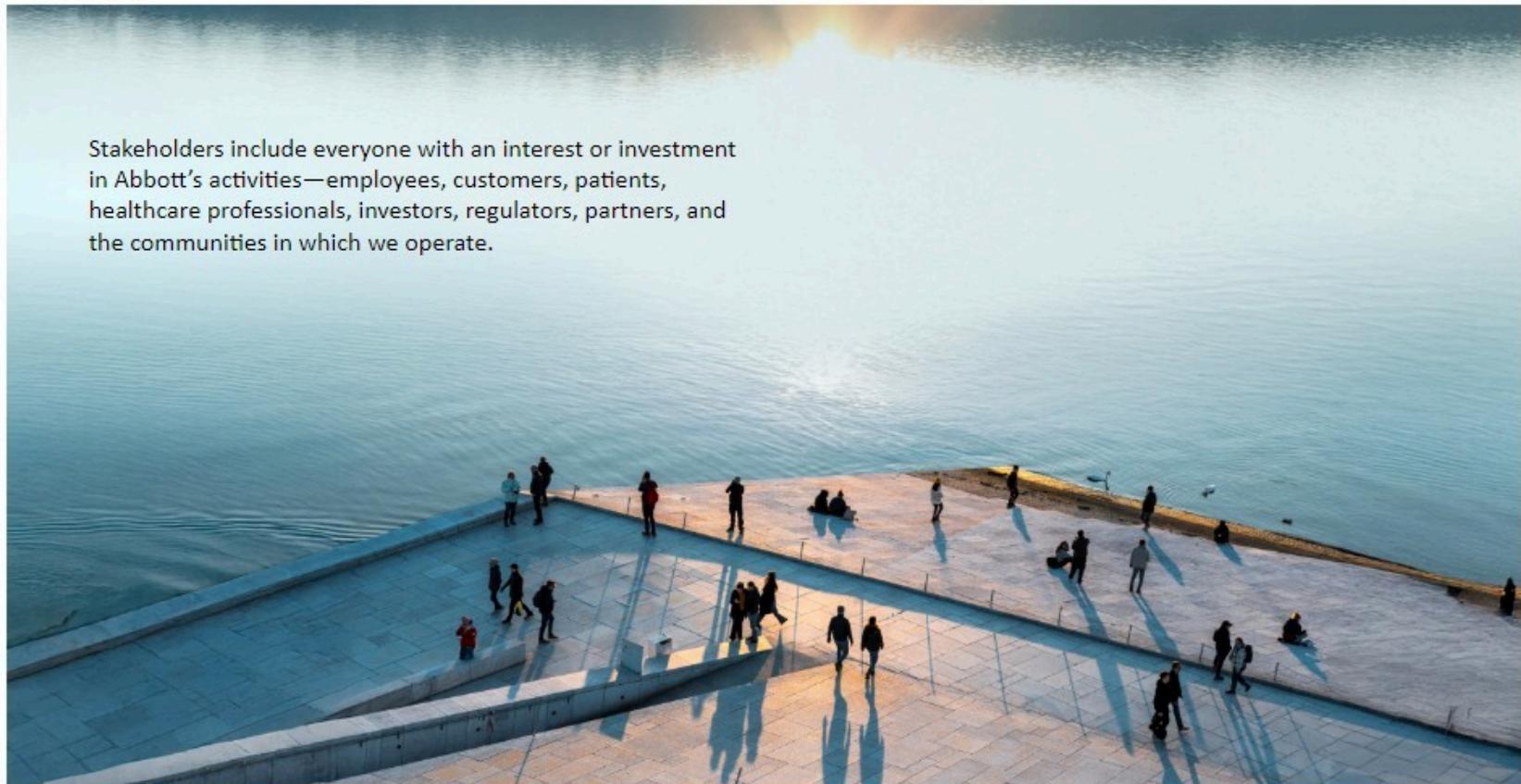
At Abbott, our stakeholder landscape is diverse and complex.

We engage with people from different backgrounds, geographies, beliefs, and values in most countries throughout the world.

NAVIGATING THE EXTERNAL ENVIRONMENT

Navigating this Environment

Stakeholders include everyone with an interest or investment in Abbott's activities—employees, customers, patients, healthcare professionals, investors, regulators, partners, and the communities in which we operate.

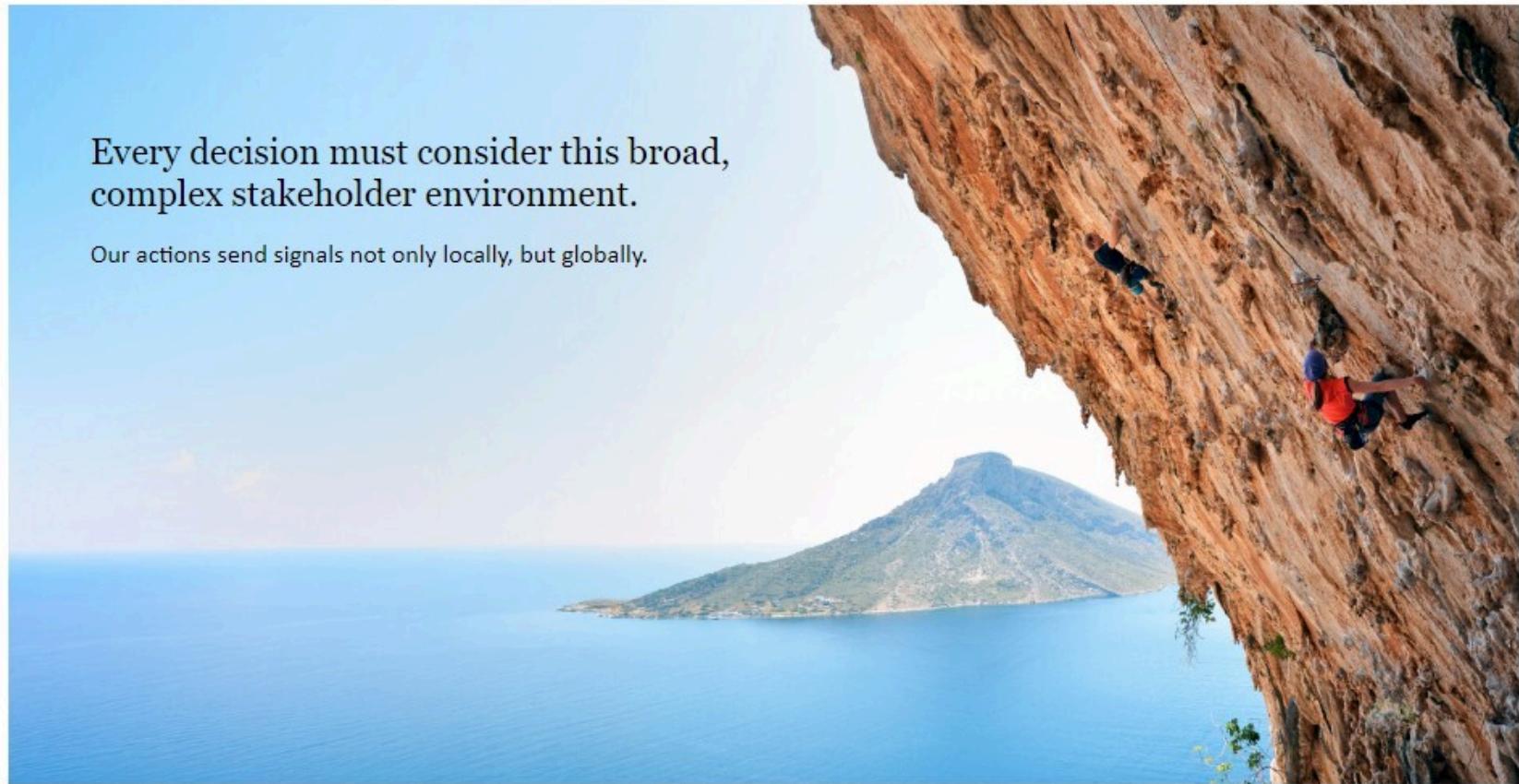


NAVIGATING THE EXTERNAL ENVIRONMENT

Navigating this Environment

Every decision must consider this broad, complex stakeholder environment.

Our actions send signals not only locally, but globally.

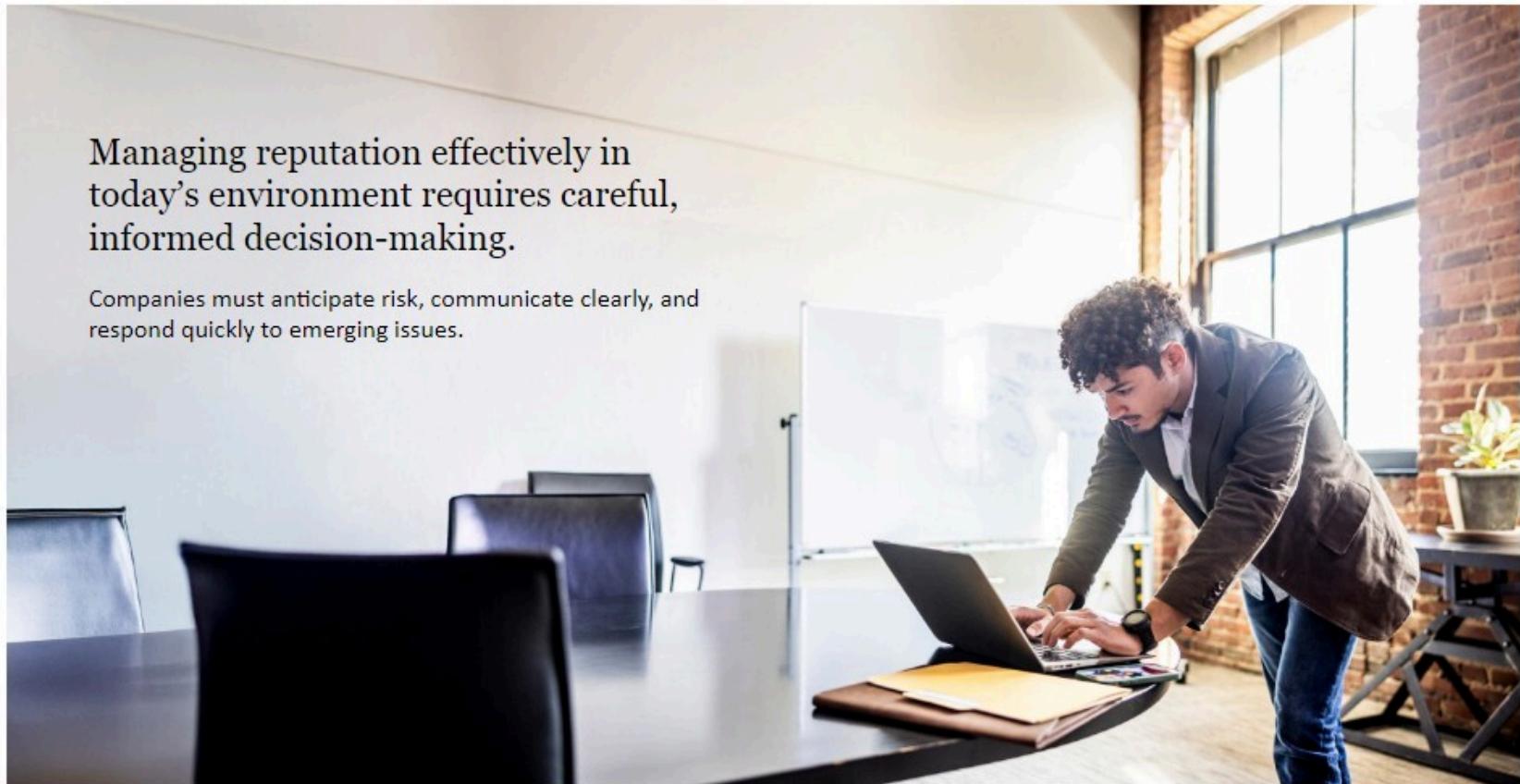


NAVIGATING THE EXTERNAL ENVIRONMENT

Navigating this Environment

Managing reputation effectively in today's environment requires careful, informed decision-making.

Companies must anticipate risk, communicate clearly, and respond quickly to emerging issues.

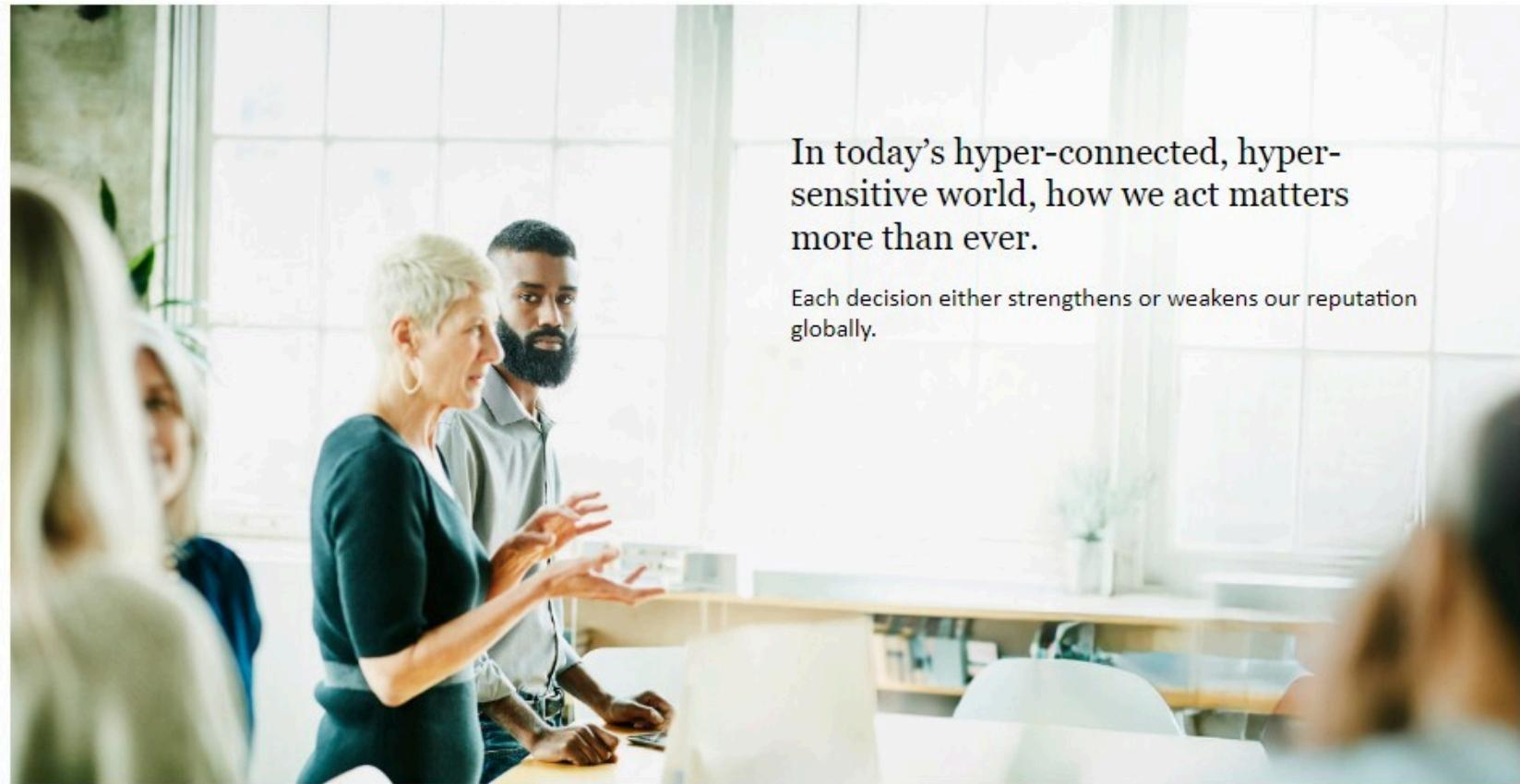


NAVIGATING THE EXTERNAL ENVIRONMENT

Navigating this Environment



11/14



In today's hyper-connected, hyper-sensitive world, how we act matters more than ever.

Each decision either strengthens or weakens our reputation globally.



11/14



NAVIGATING THE EXTERNAL ENVIRONMENT

Navigating this Environment

Effective reputation management requires companies to:

Rely on traditional media for news dissemination.

Limit stakeholder engagement to local communities only.

Anticipate risks, communicate clearly, and respond swiftly.

Avoid engaging with influencers and social media.



SUBMIT

NAVIGATING THE EXTERNAL ENVIRONMENT

Navigating this Environment

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SUBMIT



NAVIGATING THE EXTERNAL ENVIRONMENT

Review



13/14



Click the arrow to begin your review.



Review

Take a moment to review some of the key concepts in this section.



13/14



NAVIGATING THE EXTERNAL ENVIRONMENT

Review



Today's External Environment

Today's external environment is complex and interconnected. Actions taken locally have global impact, amplified by rapid news cycles, misinformation, and shifting consumer expectations.

NAVIGATING THE EXTERNAL ENVIRONMENT

Review

Managing Complexity

Effective reputation management means anticipating risks, communicating clearly, and responding quickly.



NAVIGATING THE EXTERNAL ENVIRONMENT

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8 minutes 🔒
- 7 Your Role in Managing Abbott's Reputation
2 minutes 🔒
- 8 Knowledge Check
5 minutes 🔒

LEARNING PROGRESS

A circular progress bar with a thick green outer ring and a white inner circle. The number "42%" is displayed in the center of the bar.

42%

LEARNING FROM OTHERS

Missteps Have Consequences

< 1/4 — >

Reputation mistakes can have lasting consequences.

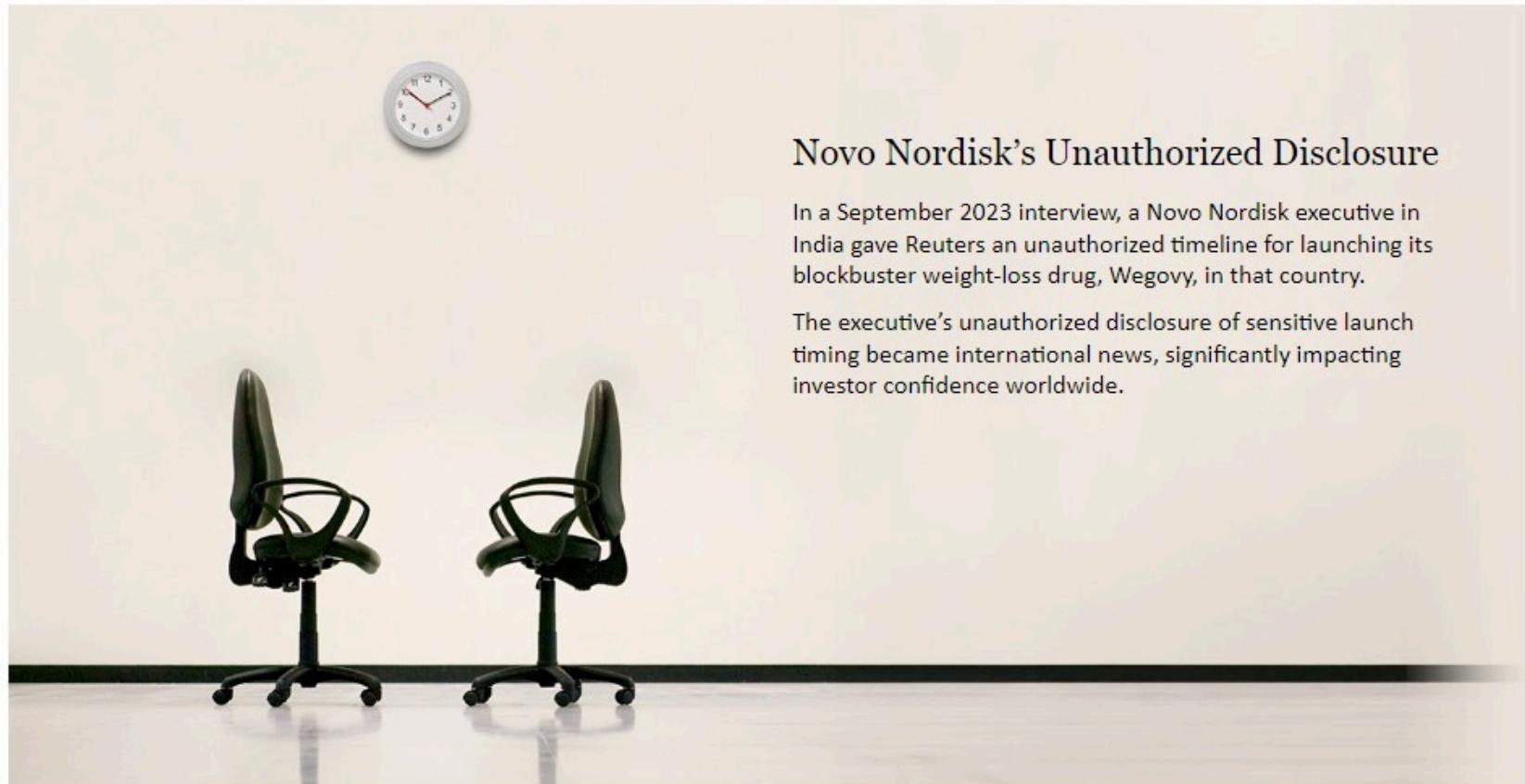
Companies risk severe reputational harm when they misjudge stakeholder reactions and media impact.

Let's take a look at a recent example from a company that misjudged the external environment and faced severe reputational damage.

< 1/4 — >

LEARNING FROM OTHERS

Novo Nordisk



Novo Nordisk's Unauthorized Disclosure

In a September 2023 interview, a Novo Nordisk executive in India gave Reuters an unauthorized timeline for launching its blockbuster weight-loss drug, Wegovy, in that country.

The executive's unauthorized disclosure of sensitive launch timing became international news, significantly impacting investor confidence worldwide.

LEARNING FROM OTHERS

Novo Nordisk

Key Takeaway

Statements made locally can have immediate and substantial global consequences. It is critical to adhere strictly to approved messages and external media communication policies. Avoid making forward-looking statements or disclosing information that might be considered materially sensitive.



LEARNING FROM OTHERS

Review

< 3/4 >

Click the arrow to begin your review.

Review

Take a moment to review some of the key concepts in this section.



< 3/4 >

LEARNING FROM OTHERS

Review

⟨ ⟩ 3/4 ⟩



Reputational Mistakes have Consequences

Companies risk severe reputational harm when they misjudge stakeholder reactions and media impact.



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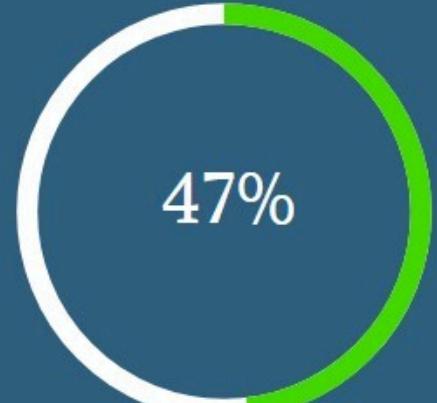
LEARNING FROM OTHERS

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5 minutes 🔒

LEARNING PROGRESS

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PROTECTING ABBOTT'S REPUTATION

Benefits and Risks

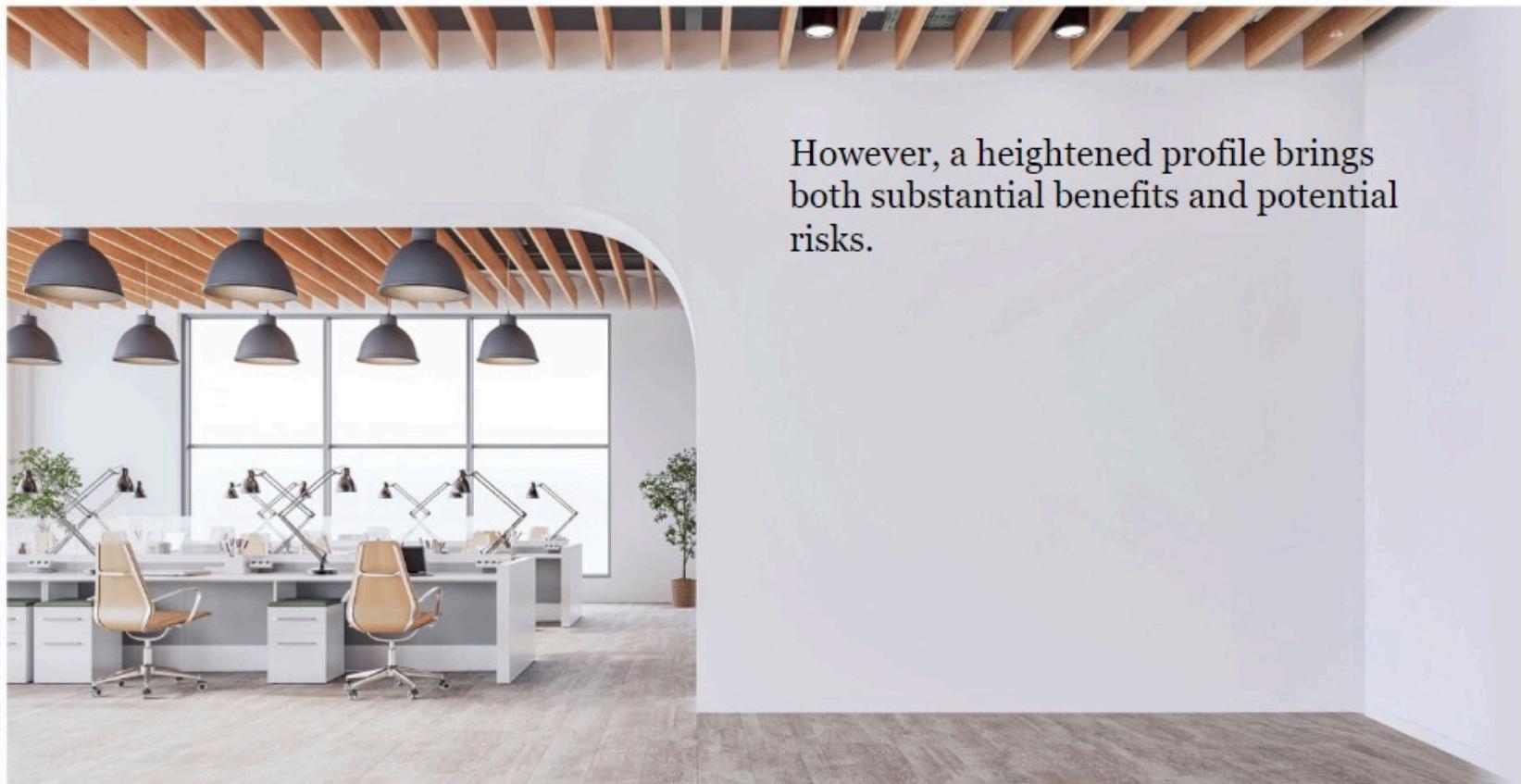
Abbott is more relevant today than ever been before.

Our visibility continues to grow—driven by continuous innovation, industry leadership, and the countless lives improved by our products.



PROTECTING ABBOTT'S REPUTATION

Benefits and Risks



However, a heightened profile brings both substantial benefits and potential risks.

PROTECTING ABBOTT'S REPUTATION

Benefits and Risks

Benefits

Greater visibility opens doors, earns us a seat at influential tables, facilitates sales, and builds trust with customers and stakeholders.



PROTECTING ABBOTT'S REPUTATION

Benefits and Risks



Risks

With greater visibility, every action we take carries greater consequences. Issues that might previously have gone unnoticed are now amplified, placing our reputation at risk.

PROTECTING ABBOTT'S REPUTATION

Benefits and Risks

Misuse of technology significantly amplifies these reputational risks.

Mishandling sensitive data, improper social media use, or unauthorized technology practices can rapidly damage stakeholder trust and brand perception.



PROTECTING ABBOTT'S REPUTATION

Benefits and Risks

To proactively manage these technology-driven risks, Abbott has established the Acceptable Technology Use Policy (GLB-Technology-Use-Policy).

This policy provides clear guidelines designed to prevent misuse, protect confidential information, and preserve Abbott's carefully built reputation.

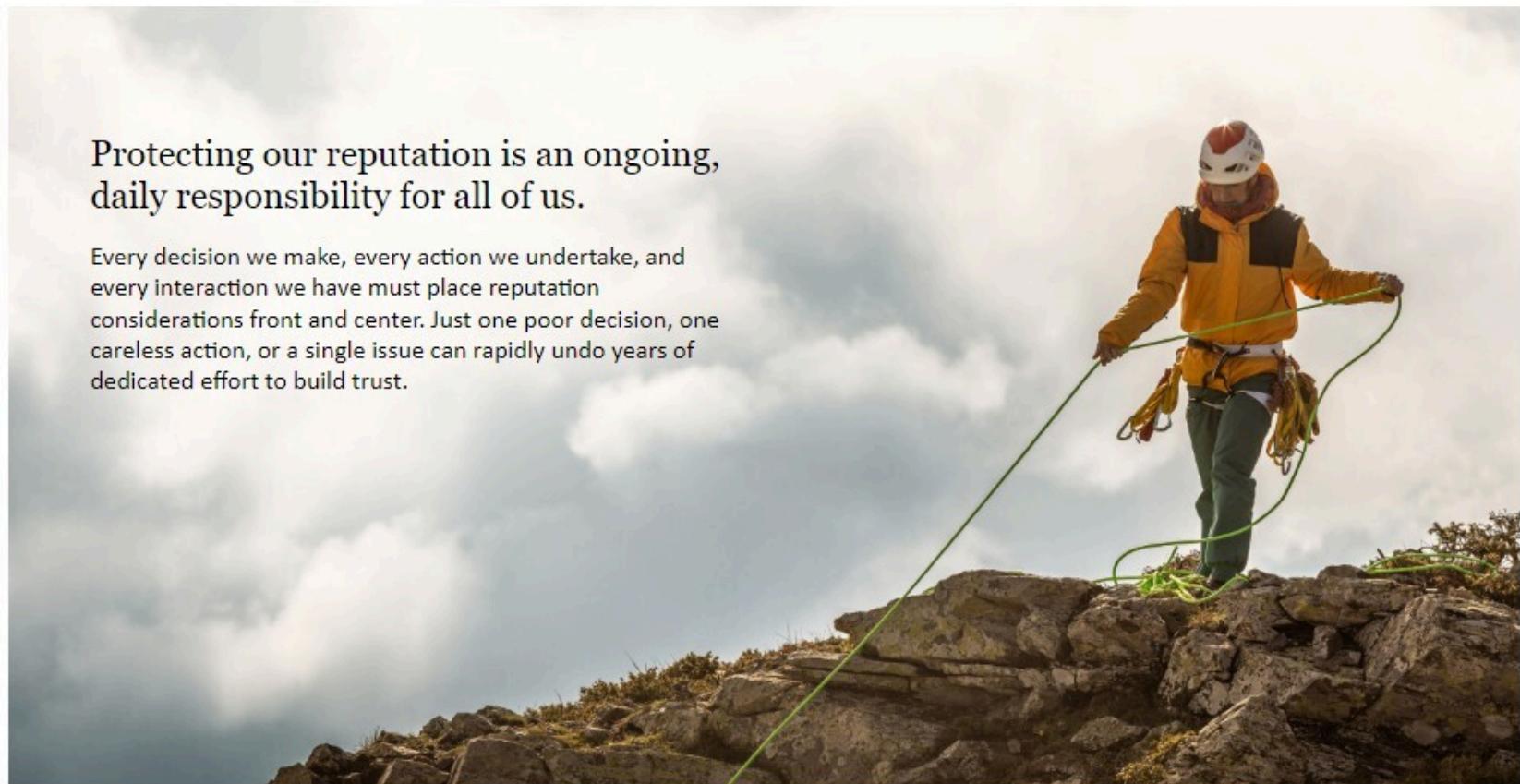


PROTECTING ABBOTT'S REPUTATION

Ongoing Responsibility

Protecting our reputation is an ongoing, daily responsibility for all of us.

Every decision we make, every action we undertake, and every interaction we have must place reputation considerations front and center. Just one poor decision, one careless action, or a single issue can rapidly undo years of dedicated effort to build trust.



PROTECTING ABBOTT'S REPUTATION

Ongoing Responsibility



6/11



Awareness of potential risks helps us proactively prevent issues or swiftly mitigate their impact.

Reputational risks can arise from areas including:

- Quality problems
- Ethics and compliance
- Marketing and advertising
- Data security and privacy
- Environmental incidents
- Geopolitical developments
- Supply chain disruptions



6/11



PROTECTING ABBOTT'S REPUTATION

Ongoing Responsibility

⟨ 7/11 ⟩

To protect Abbott's brand, we should put stakeholder needs at the center of our decision making.

Building strong stakeholder relationships helps us positively shape our external environment, making communication and business easier and more effective.

To achieve this, we should consistently:

- Monitor our external environment
- Engage thoughtfully and intentionally with key stakeholders, advocates and allies
- Articulate and amplify our positions clearly and credibly



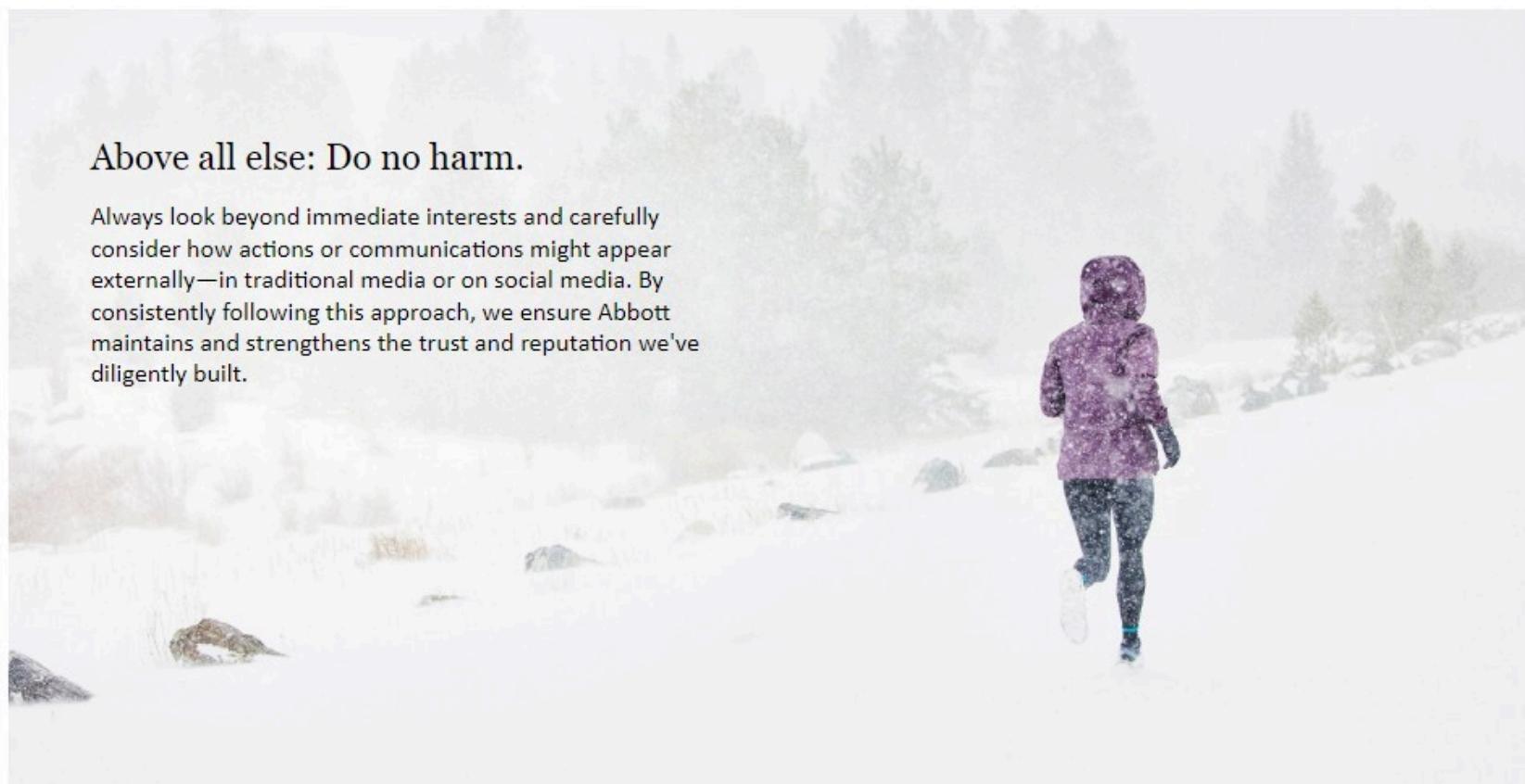
⟨ 7/11 ⟩

PROTECTING ABBOTT'S REPUTATION

Ongoing Responsibility

Above all else: Do no harm.

Always look beyond immediate interests and carefully consider how actions or communications might appear externally—in traditional media or on social media. By consistently following this approach, we ensure Abbott maintains and strengthens the trust and reputation we've diligently built.



PROTECTING ABBOTT'S REPUTATION

Ongoing Responsibility

< 9/11 >

Even a single mistake can cause serious, lasting damage to a company's reputation.

True

False

SUBMIT



< 9/11 >

PROTECTING ABBOTT'S REPUTATION

Ongoing Responsibility

< 9/11 >

Even a single mistake can cause serious, lasting damage to a company's reputation.

True

False

SUBMIT

< 9/11 >

PROTECTING ABBOTT'S REPUTATION

Review

10/11

Review

Take a moment to review some of the key concepts in this section.

Click the arrow to begin your review.



10/11

Review



Benefits and Risks of Heightened Visibility

Abbott's visibility brings benefits but also reputational risks. Mishandling sensitive data, improper social media use, or unauthorized technology practices amplifies these risks.



PROTECTING ABBOTT'S REPUTATION

Review



10/11



Ongoing Responsibility

Protecting our reputation is a daily responsibility. Always put our stakeholders needs first.



10/11



PROTECTING ABBOTT'S REPUTATION

Review

< 10/11 →**Do No Harm**

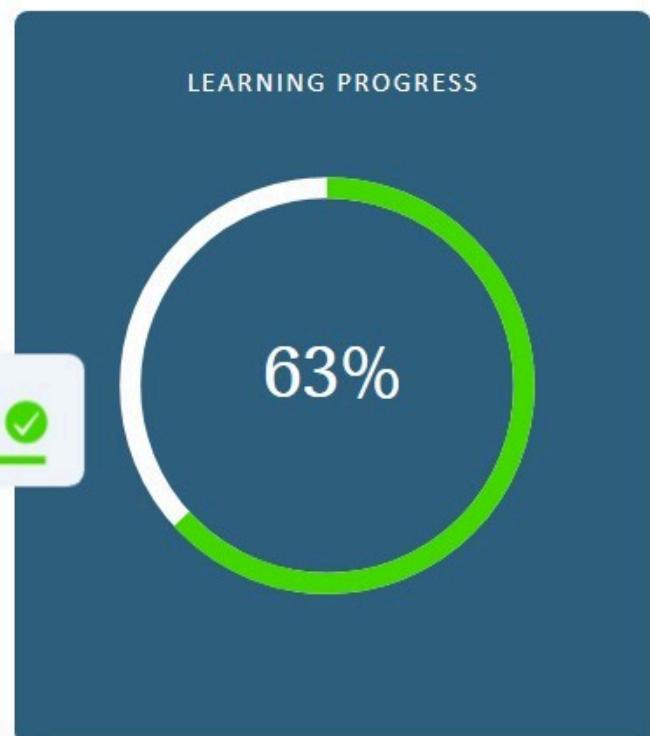
Always consider how your actions and communications might appear to employees and external stakeholders.

< 10/11 →

PROTECTING ABBOTT'S REPUTATION

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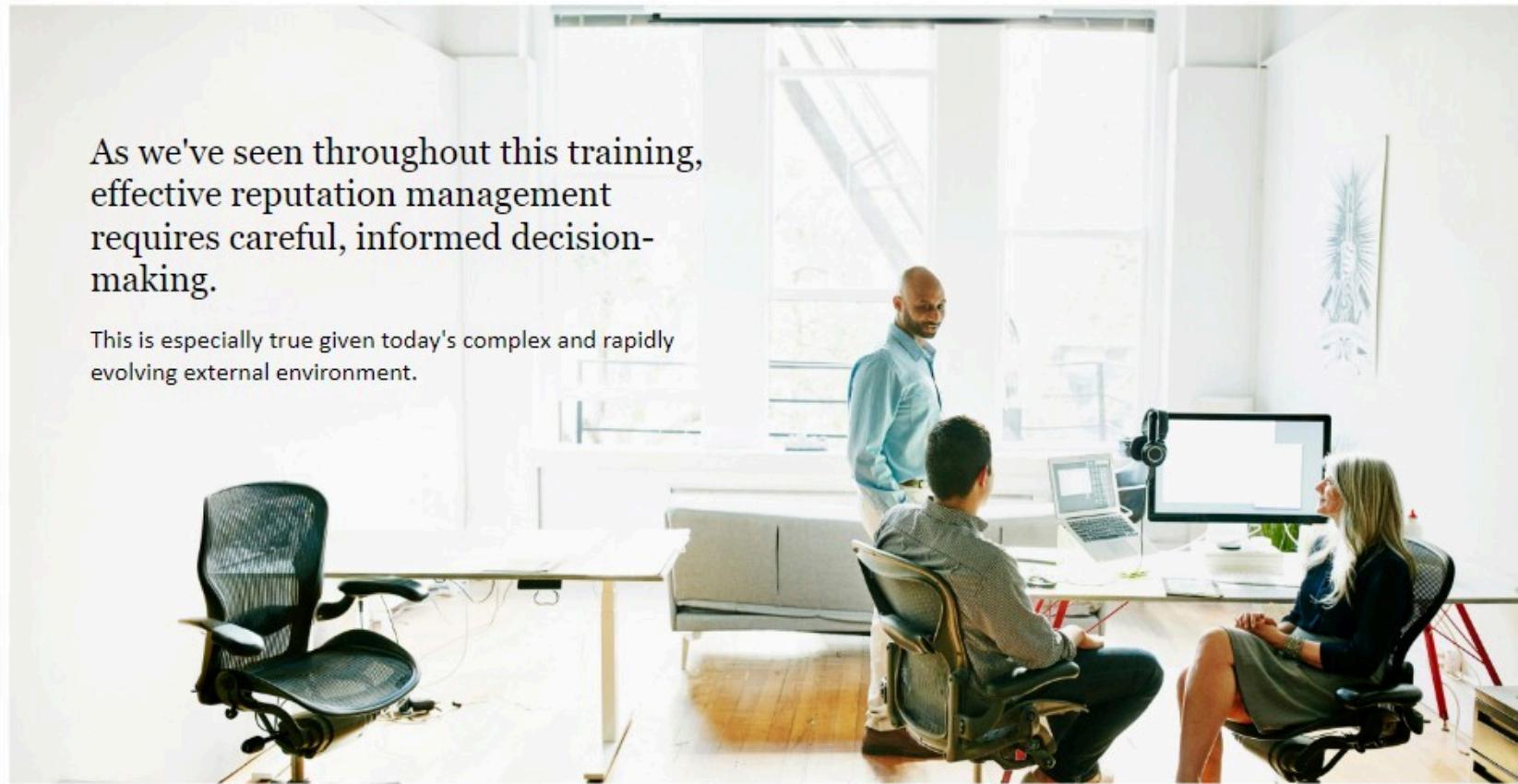


KEY POLICIES AND GUIDELINES

Introduction

As we've seen throughout this training, effective reputation management requires careful, informed decision-making.

This is especially true given today's complex and rapidly evolving external environment.

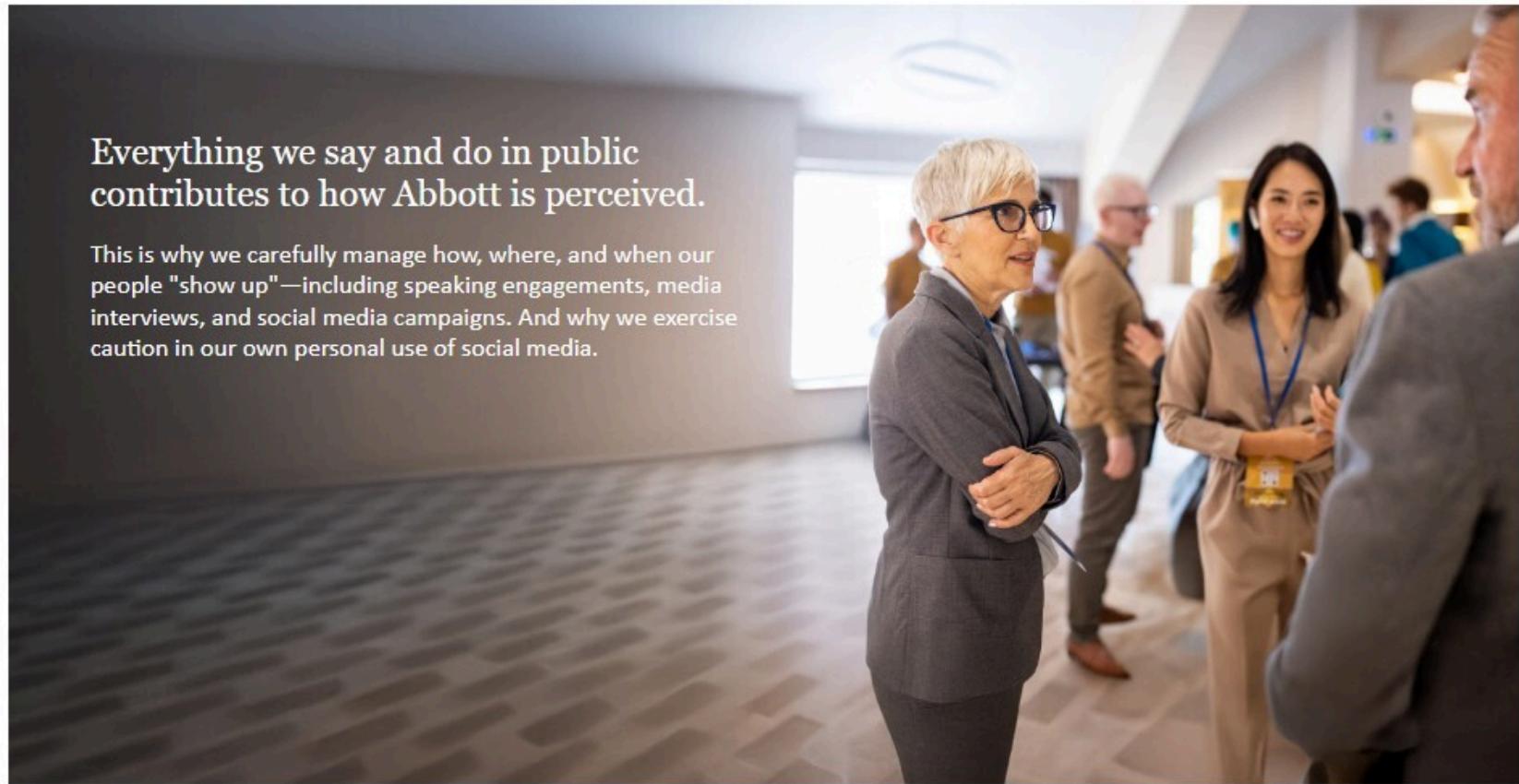


KEY POLICIES AND GUIDELINES

Introduction

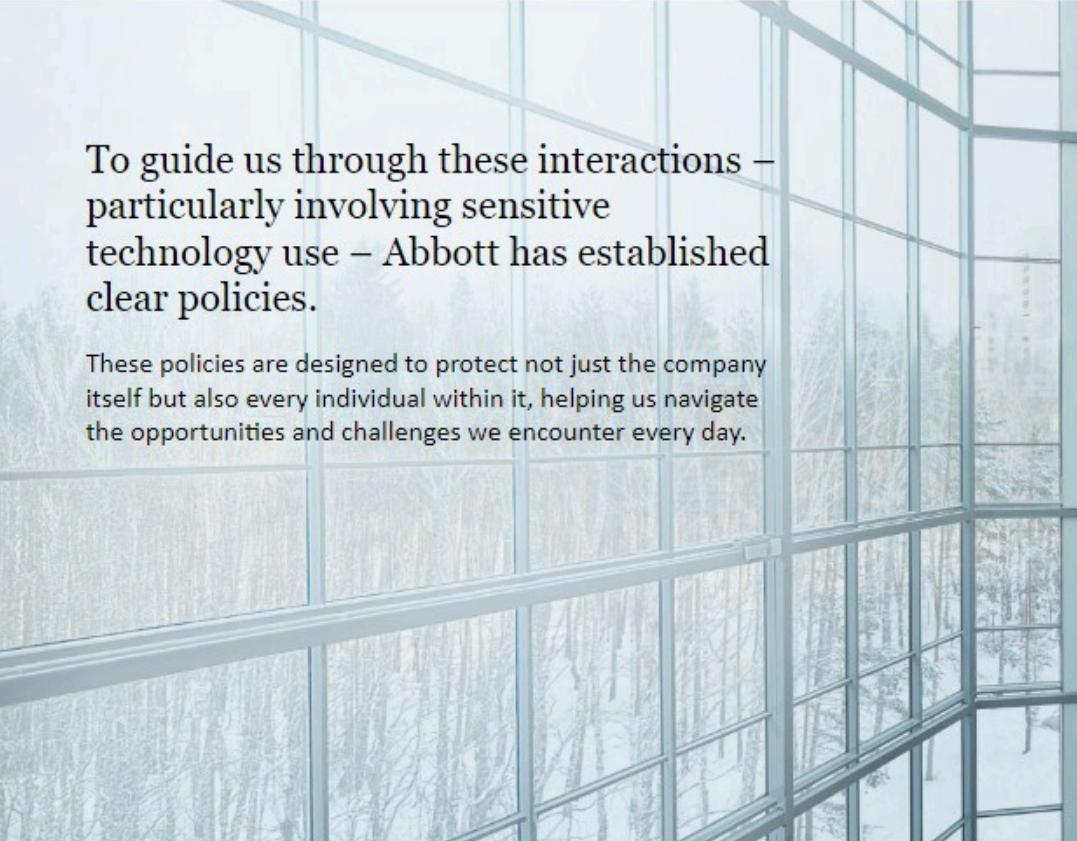
Everything we say and do in public contributes to how Abbott is perceived.

This is why we carefully manage how, where, and when our people "show up"—including speaking engagements, media interviews, and social media campaigns. And why we exercise caution in our own personal use of social media.



KEY POLICIES AND GUIDELINES

Introduction



To guide us through these interactions – particularly involving sensitive technology use – Abbott has established clear policies.

These policies are designed to protect not just the company itself but also every individual within it, helping us navigate the opportunities and challenges we encounter every day.

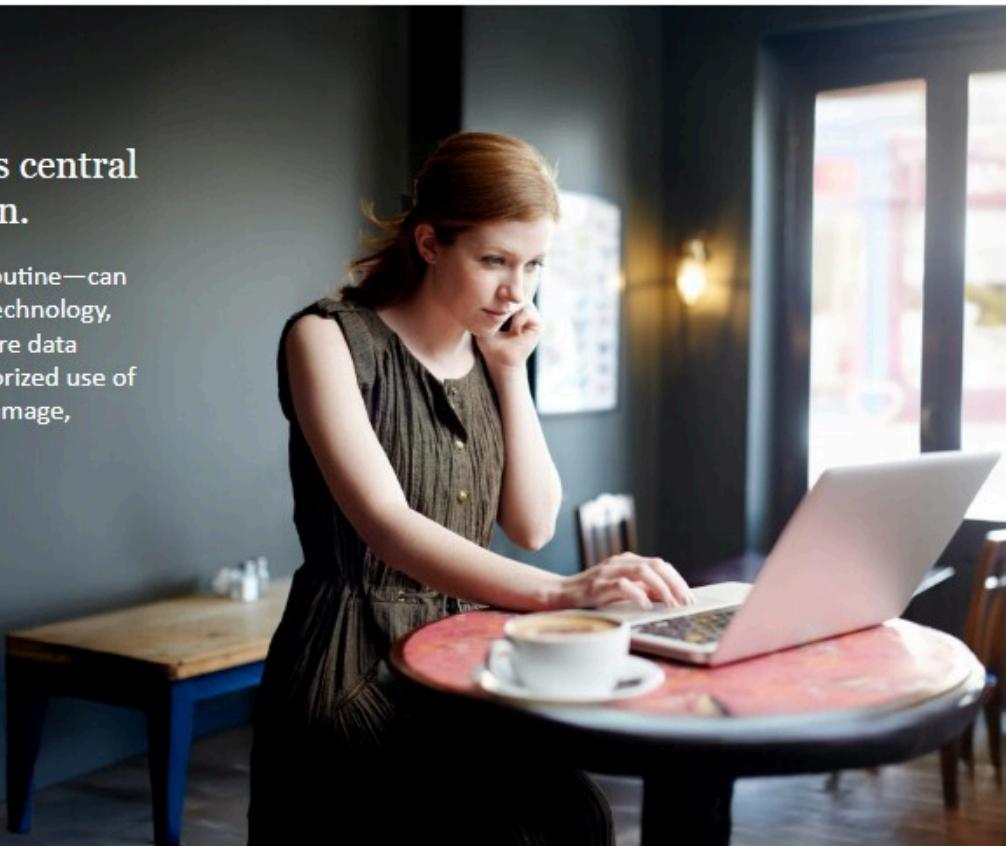


KEY POLICIES AND GUIDELINES

Acceptable Technology Policy

Responsible use of technology is central to protecting Abbott's reputation.

Every digital action you take—no matter how routine—can impact how Abbott is perceived. Mishandling technology, whether through improper use of email, insecure data storage, careless social media posts, or unauthorized use of Generative AI can cause serious reputational damage, financial penalties, and legal risk.



KEY POLICIES AND GUIDELINES

Acceptable Technology Policy

Abbott's Acceptable Technology Use Policy provides clear, practical guidance for navigating today's digital environment.

It ensures that our data, communications, and digital tools are managed in ways that protect our brand, our stakeholders, and our future.



KEY POLICIES AND GUIDELINES

Acceptable Technology Policy

CLICK THE PANELS BELOW FOR MORE INFORMATION ON SEVERAL IMPORTANT REQUIREMENTS OF ABBOTT'S ACCEPTABLE TECHNOLOGY USE POLICY.



KEY POLICIES AND GUIDELINES

Acceptable Technology Policy



6/16



CLICK THE PANELS BELOW FOR MORE INFORMATION ON SEVERAL IMPORTANT REQUIREMENTS OF ABBOTT'S ACCEPTABLE TECHNOLOGY USE POLICY.



Sharing Co



Sharing Confidential Information



Never share Abbott's **confidential information externally unless you have explicit authorization**. Even casual disclosures can put sensitive data—and our reputation—at risk.



Generative AI



Monitoring Usage



Reporting



6/16



KEY POLICIES AND GUIDELINES

Acceptable Technology Policy

CLICK THE PANELS BELOW FOR MORE INFORMATION ON SEVERAL IMPORTANT REQUIREMENTS OF ABBOTT'S ACCEPTABLE TECHNOLOGY USE POLICY.

Company Data

Always use your company email account and Abbott-approved platforms when saving, transferring, or accessing company data. Avoid unauthorized cloud services or devices—they can compromise data security and potentially expose the company to reputational and legal consequences.

Sharing Content

Generative AI

Monitoring Usage

Reporting

KEY POLICIES AND GUIDELINES

Acceptable Technology Policy

CLICK THE PANELS BELOW FOR MORE INFORMATION ON SEVERAL IMPORTANT REQUIREMENTS OF ABBOTT'S ACCEPTABLE TECHNOLOGY USE POLICY.

Business Communications

Sharing Co

Text messaging and apps like WhatsApp are not permitted except as part of a specifically approved project in compliance with Abbott policy.

Generative AI



Monitoring Usage



Reporting



KEY POLICIES AND GUIDELINES

Acceptable Technology Policy

CLICK THE PANELS BELOW FOR MORE INFORMATION ON SEVERAL IMPORTANT REQUIREMENTS OF ABBOTT'S ACCEPTABLE TECHNOLOGY USE POLICY.



Sharing Content

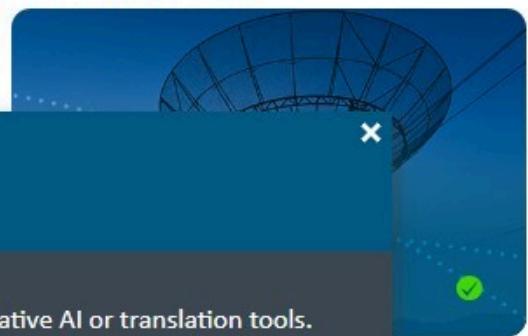


Generative AI

Never input Abbott's sensitive or proprietary data into publicly available Generative AI or translation tools. Use of these tools can unintentionally leak confidential information, causing severe reputational and legal consequences.



Generative AI



Monitoring Usage

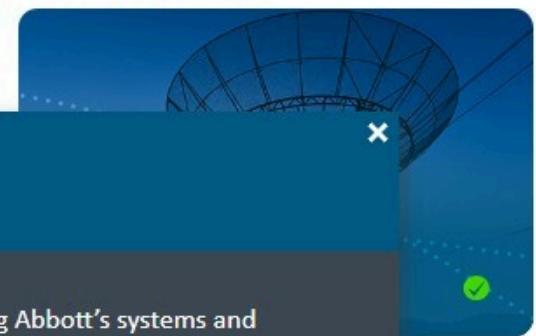


Reporting

KEY POLICIES AND GUIDELINES

Acceptable Technology Policy

CLICK THE PANELS BELOW FOR MORE INFORMATION ON SEVERAL IMPORTANT REQUIREMENTS OF ABBOTT'S ACCEPTABLE TECHNOLOGY USE POLICY.



Abbott monitors technology usage to safeguard our reputation. Activities using Abbott's systems and devices are regularly monitored. Violating Abbott's policies can result in serious disciplinary action, contract termination, and even legal repercussions. Protecting our technology and information helps maintain the trust Abbott has carefully built over decades.

Monitoring Usage

Generative AI

Monitoring Usage

Reporting

KEY POLICIES AND GUIDELINES

Acceptable Technology Policy

CLICK THE PANELS BELOW FOR MORE INFORMATION ON SEVERAL IMPORTANT REQUIREMENTS OF ABBOTT'S ACCEPTABLE TECHNOLOGY USE POLICY.

Reporting

Promptly report any suspected misuse of Abbott's technology. If you suspect improper handling of information, unauthorized device use, data breaches, or social media violations, report the suspected misuse immediately through either the Privacy Incident Portal or the Global Service Desk. Early reporting is essential to safeguarding Abbott's reputation.

Sharing Content

Monitoring Usage

Reporting

Generative AI

Sharing Content

KEY POLICIES AND GUIDELINES

External Communication Policies



7/16



Abbott's external communication policies guide our public interactions and protect our reputation.

Everyone in every region, division, and function must understand and follow these policies.



7/16



KEY POLICIES AND GUIDELINES

External Communication Policies

CLICK THE PANELS BELOW FOR MORE INFORMATION ON SEVERAL IMPORTANT REQUIREMENTS OF THESE POLICIES.



General Requirements



Media Interviews



Endorsements



Speaking Opportunities

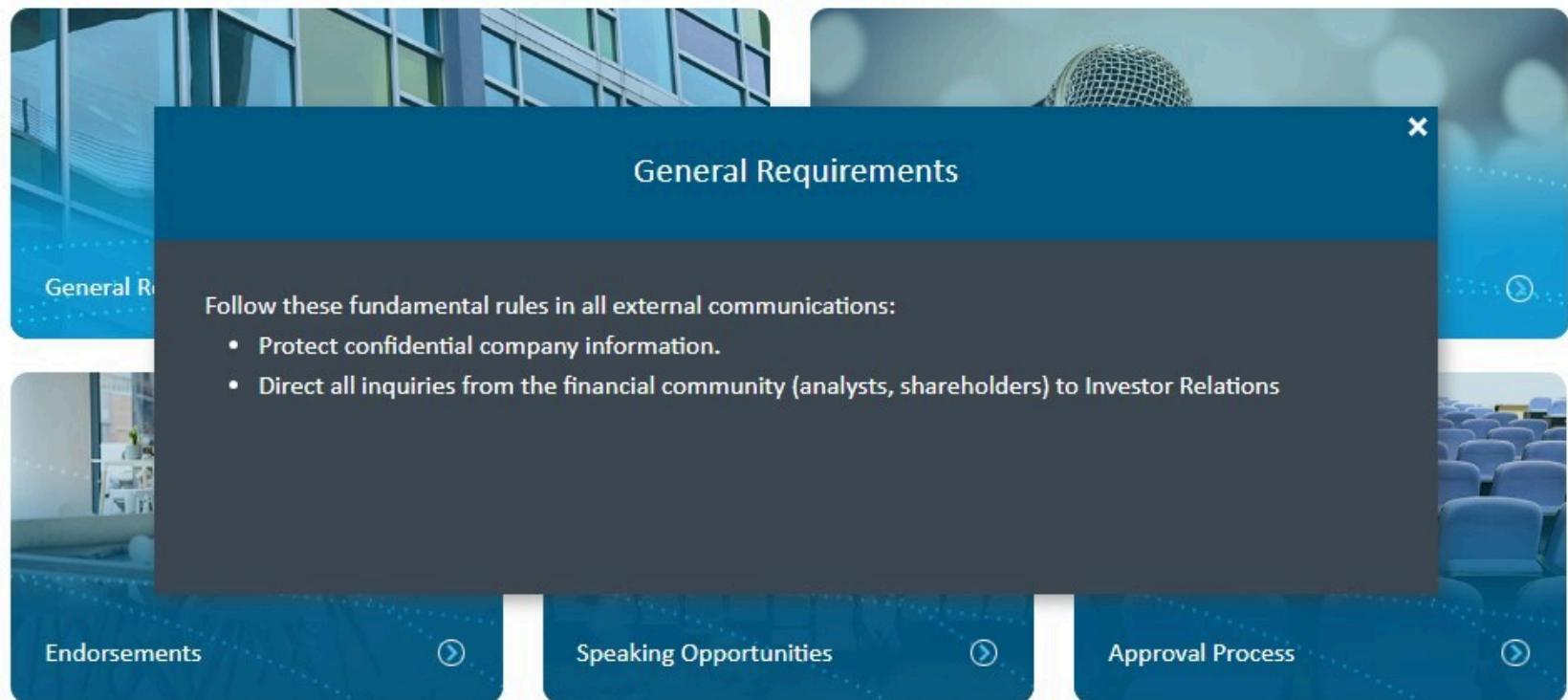


Approval Process

KEY POLICIES AND GUIDELINES

External Communication Policies

CLICK THE PANELS BELOW FOR MORE INFORMATION ON SEVERAL IMPORTANT REQUIREMENTS OF THESE POLICIES.



General Requirements

Follow these fundamental rules in all external communications:

- Protect confidential company information.
- Direct all inquiries from the financial community (analysts, shareholders) to Investor Relations

Endorsements

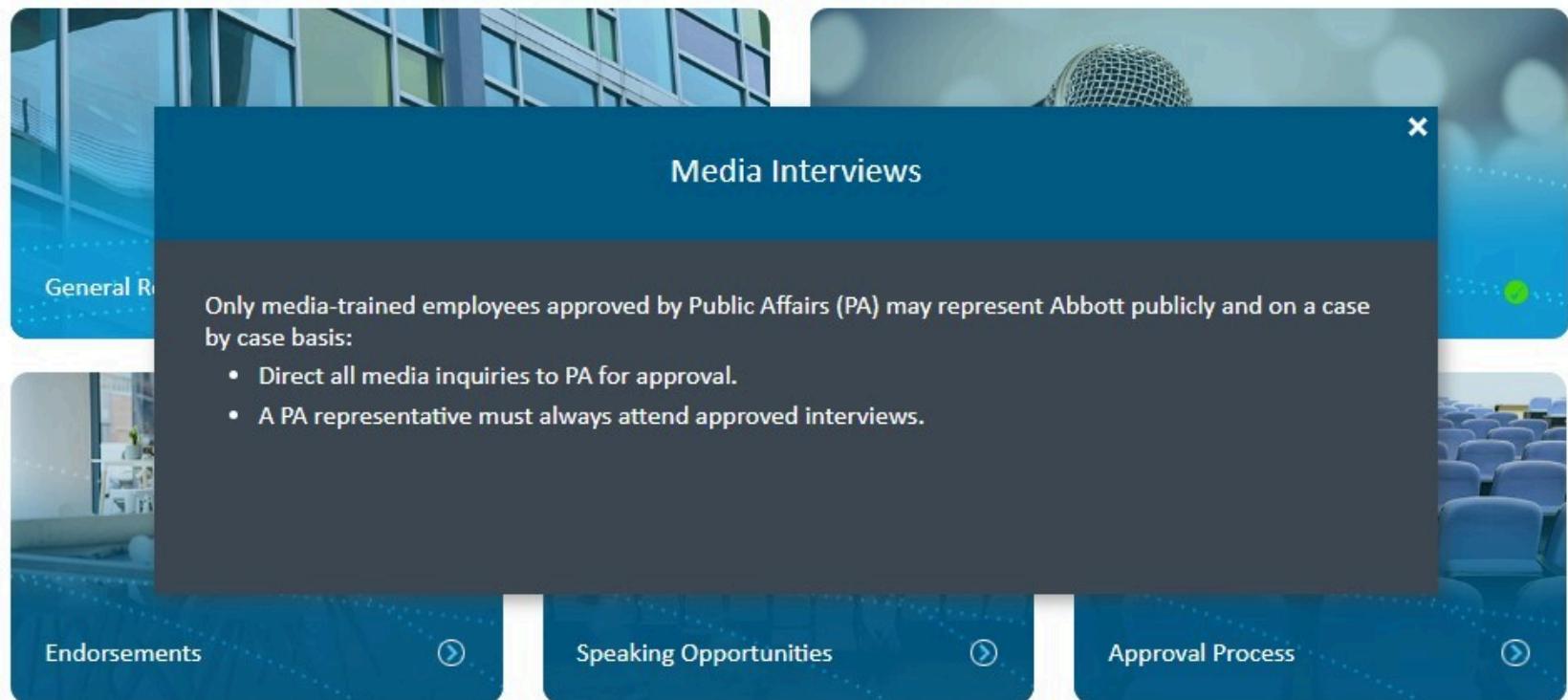
Speaking Opportunities

Approval Process

KEY POLICIES AND GUIDELINES

External Communication Policies

CLICK THE PANELS BELOW FOR MORE INFORMATION ON SEVERAL IMPORTANT REQUIREMENTS OF THESE POLICIES.



General Requirements

Media Interviews

Only media-trained employees approved by Public Affairs (PA) may represent Abbott publicly and on a case by case basis:

- Direct all media inquiries to PA for approval.
- A PA representative must always attend approved interviews.

Endorsements

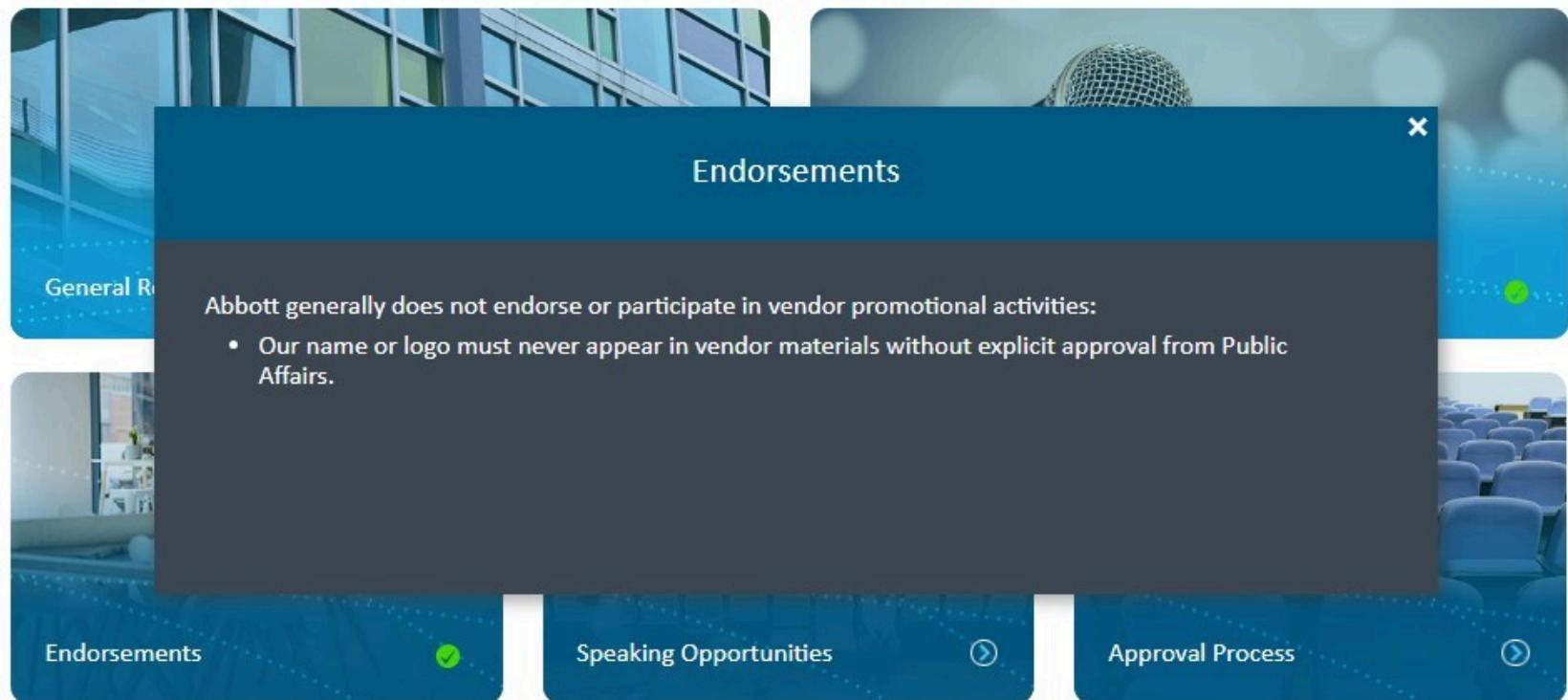
Speaking Opportunities

Approval Process

KEY POLICIES AND GUIDELINES

External Communication Policies

CLICK THE PANELS BELOW FOR MORE INFORMATION ON SEVERAL IMPORTANT REQUIREMENTS OF THESE POLICIES.



Endorsements

Abbott generally does not endorse or participate in vendor promotional activities:

- Our name or logo must never appear in vendor materials without explicit approval from Public Affairs.

Endorsements

Speaking Opportunities

Approval Process

KEY POLICIES AND GUIDELINES

External Communication Policies

CLICK THE PANELS BELOW FOR MORE INFORMATION ON SEVERAL IMPORTANT REQUIREMENTS OF THESE POLICIES.

Speaking Opportunities

Before accepting any speaking opportunity, ask yourself these important questions:

- Is the opportunity strategically beneficial for Abbott?
- Does it align with our key reputational priorities?
- Does participation help advance a specific narrative or reputation-building objective for Abbott?

Endorsements

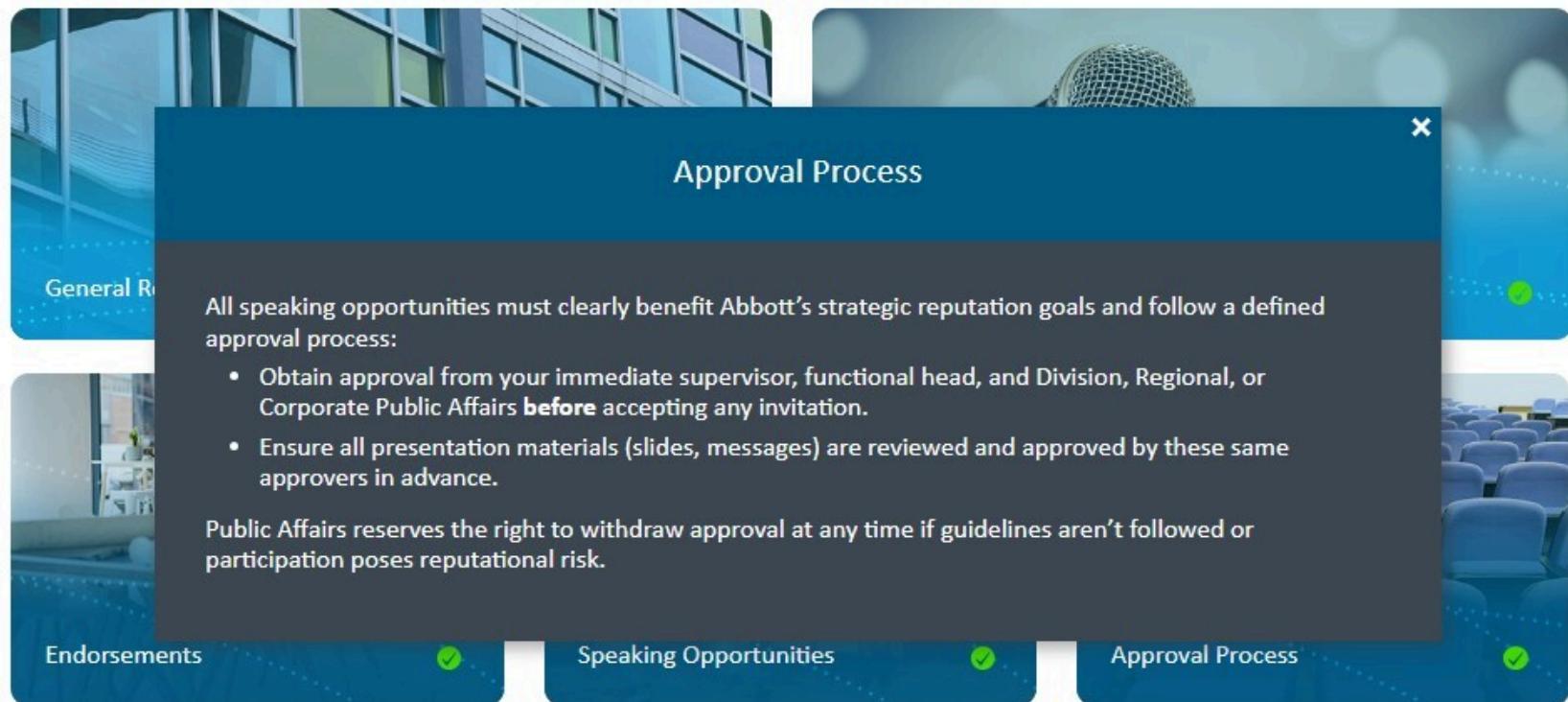
Speaking Opportunities

Approval Process

KEY POLICIES AND GUIDELINES

External Communication Policies

CLICK THE PANELS BELOW FOR MORE INFORMATION ON SEVERAL IMPORTANT REQUIREMENTS OF THESE POLICIES.



General Requirements

All speaking opportunities must clearly benefit Abbott's strategic reputation goals and follow a defined approval process:

- Obtain approval from your immediate supervisor, functional head, and Division, Regional, or Corporate Public Affairs **before** accepting any invitation.
- Ensure all presentation materials (slides, messages) are reviewed and approved by these same approvers in advance.

Public Affairs reserves the right to withdraw approval at any time if guidelines aren't followed or participation poses reputational risk.

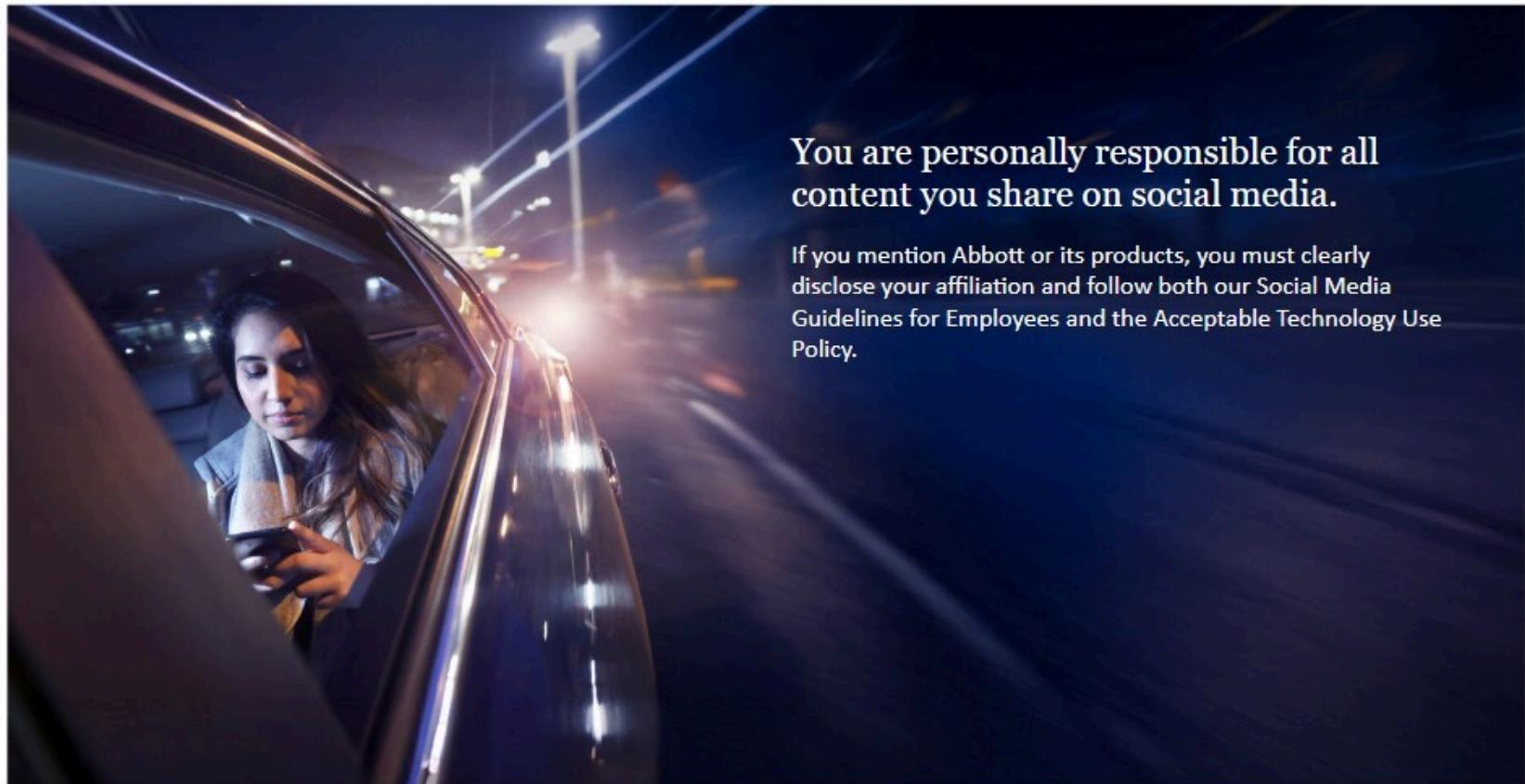
Endorsements ✓ **Speaking Opportunities** ✓ **Approval Process** ✓

KEY POLICIES AND GUIDELINES

Personal Use of Social Media



9/16



You are personally responsible for all content you share on social media.

If you mention Abbott or its products, you must clearly disclose your affiliation and follow both our Social Media Guidelines for Employees and the Acceptable Technology Use Policy.



9/16



KEY POLICIES AND GUIDELINES

Personal Use of Social Media

Always remember, your personal social media activity can directly impact Abbott's reputation— even if it doesn't directly reference the company.

Be thoughtful about what you share, keeping in mind that posts may remain publicly accessible indefinitely, even after deletion or editing.

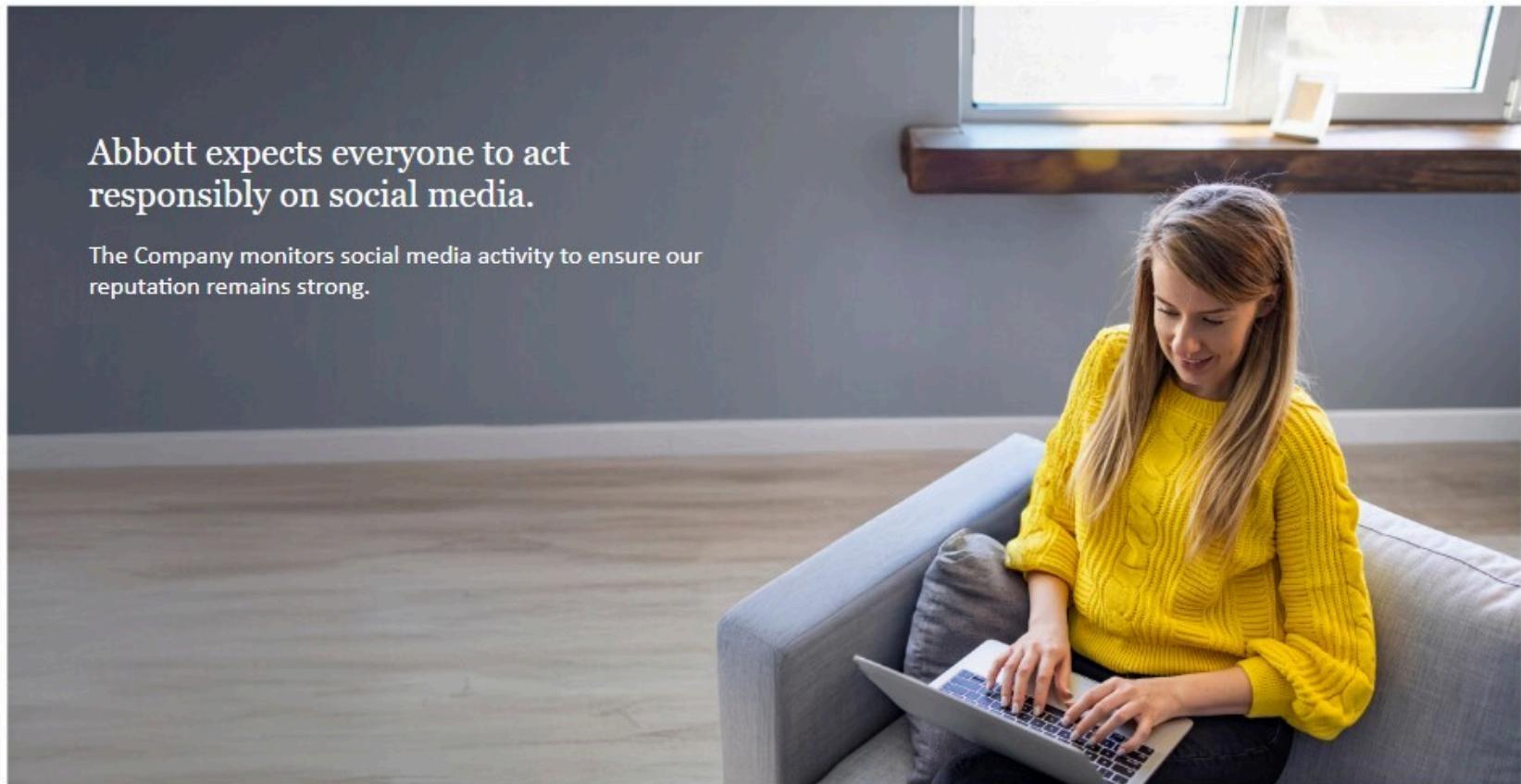


KEY POLICIES AND GUIDELINES

Personal Use of Social Media

Abbott expects everyone to act responsibly on social media.

The Company monitors social media activity to ensure our reputation remains strong.



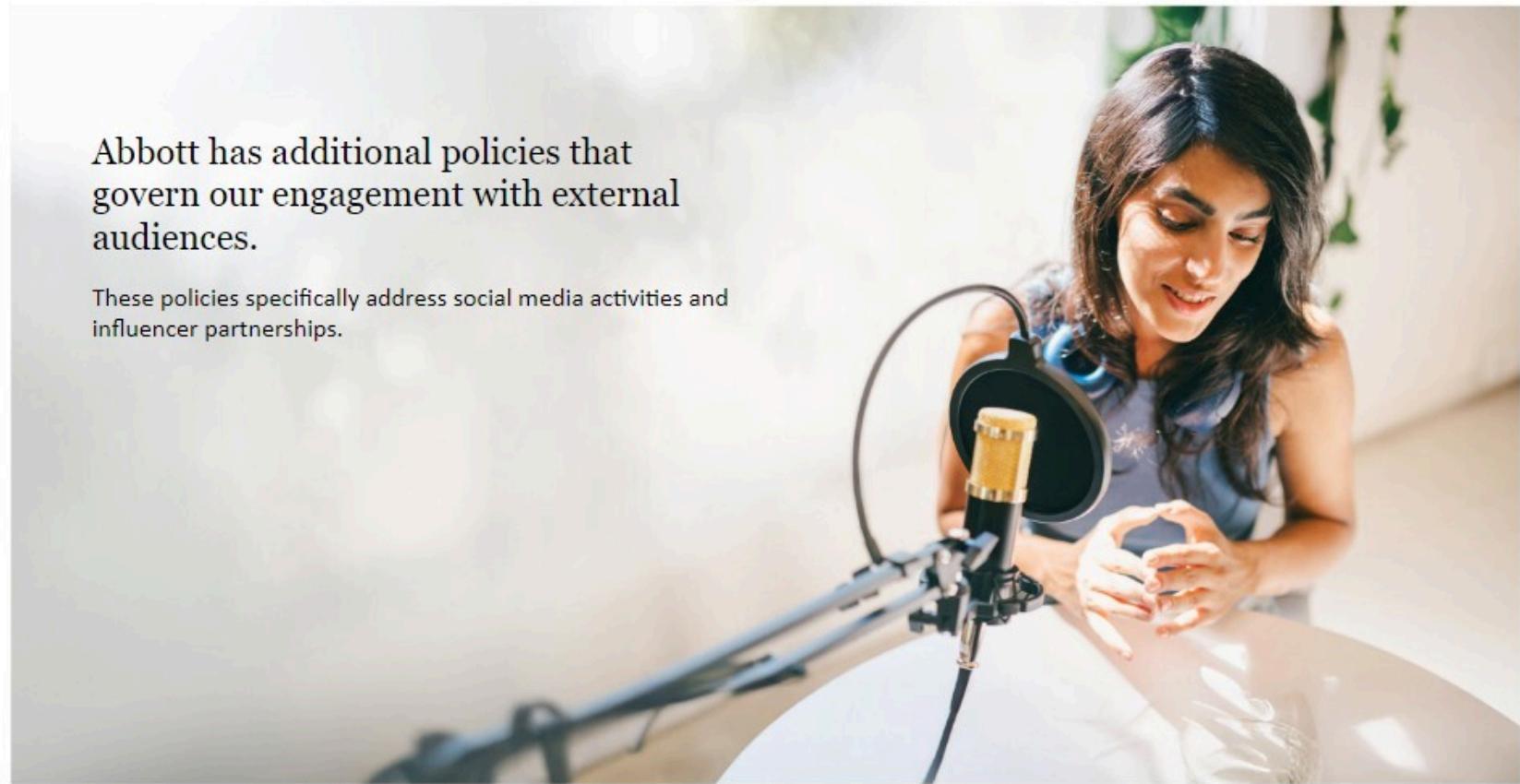
KEY POLICIES AND GUIDELINES

Other Important Policies

< 12/16 ›

Abbott has additional policies that govern our engagement with external audiences.

These policies specifically address social media activities and influencer partnerships.

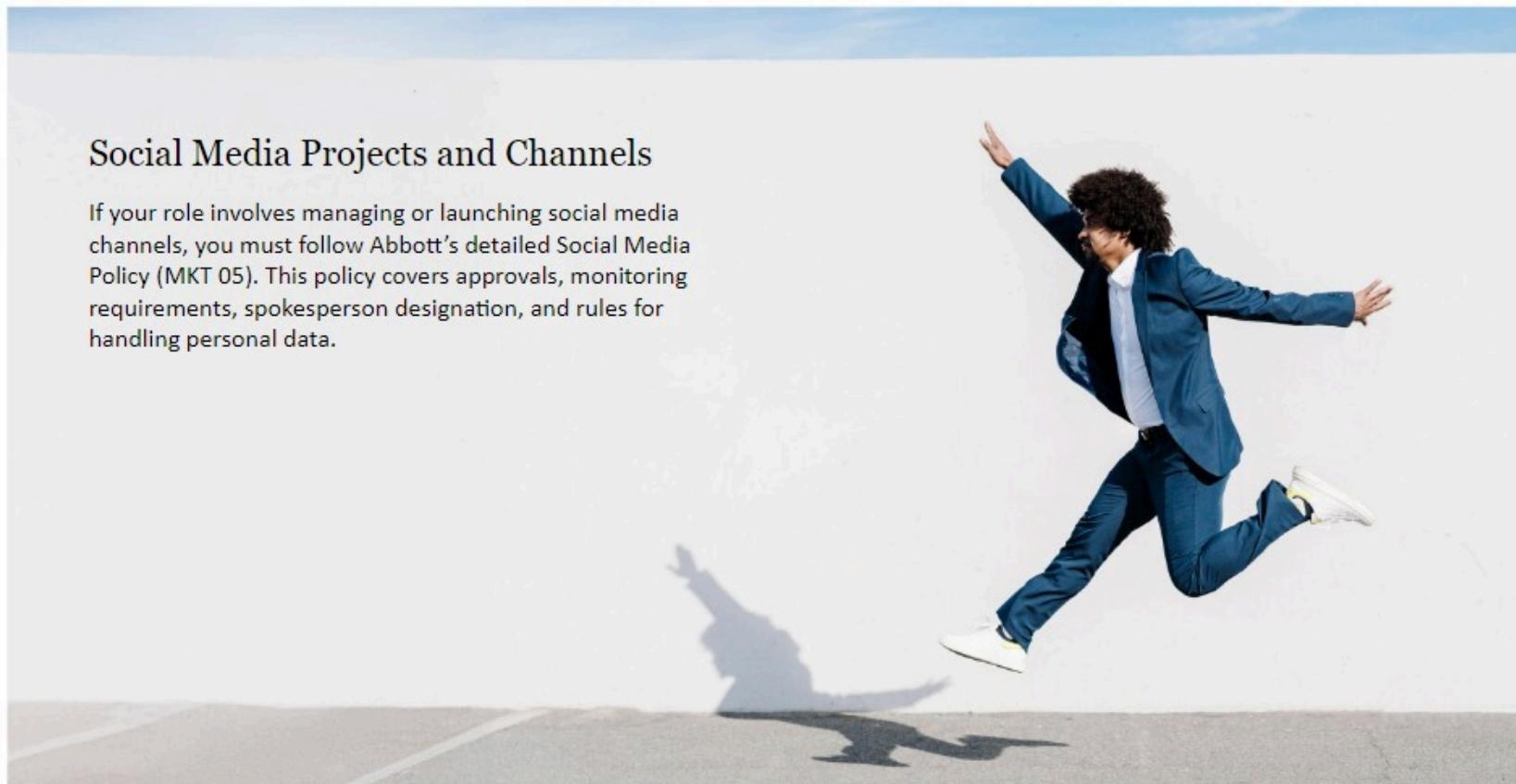
< 12/16 ›

KEY POLICIES AND GUIDELINES

Other Important Policies

Social Media Projects and Channels

If your role involves managing or launching social media channels, you must follow Abbott's detailed Social Media Policy (MKT 05). This policy covers approvals, monitoring requirements, spokesperson designation, and rules for handling personal data.

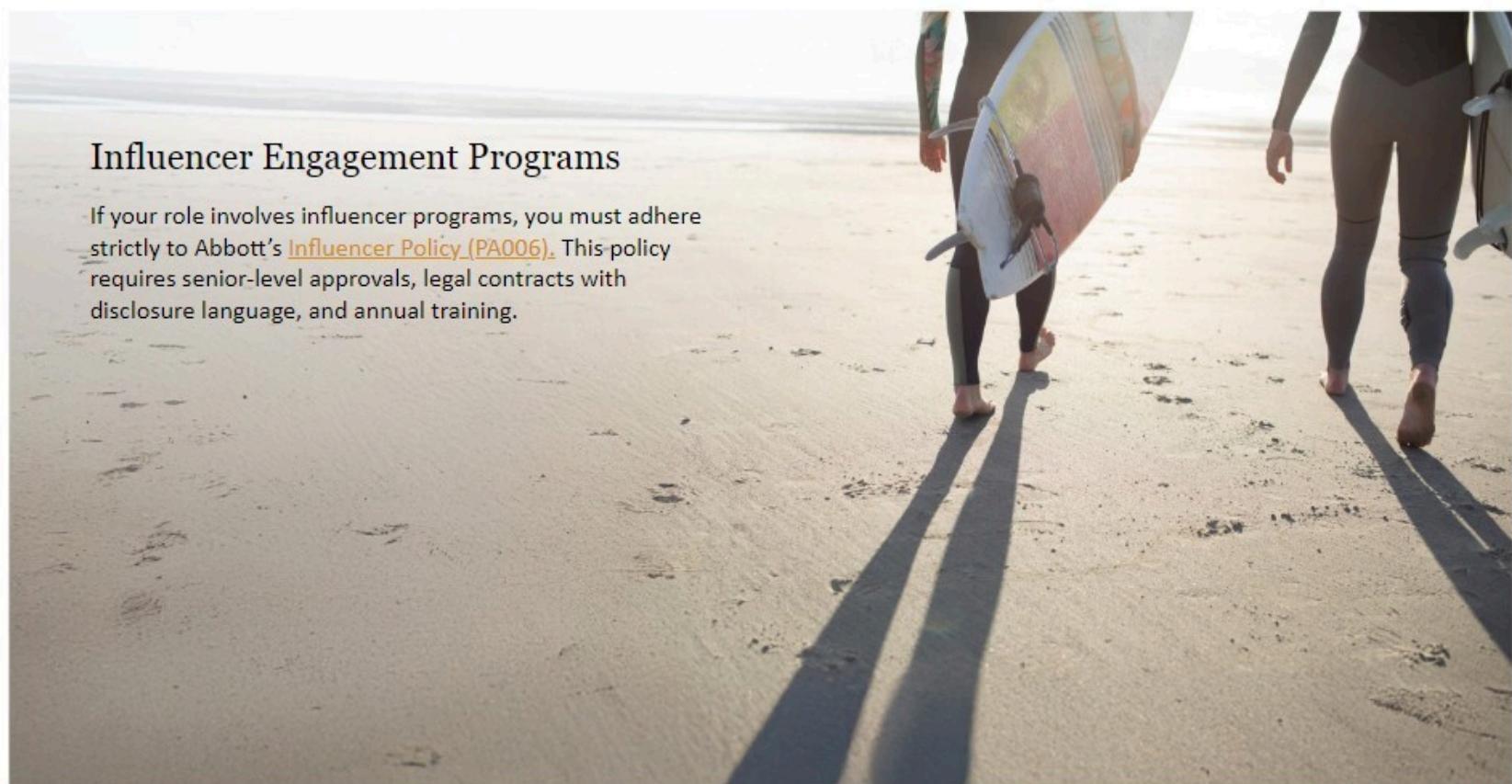


KEY POLICIES AND GUIDELINES

Other Important Policies

Influencer Engagement Programs

If your role involves influencer programs, you must adhere strictly to Abbott's [Influencer Policy \(PA006\)](#). This policy requires senior-level approvals, legal contracts with disclosure language, and annual training.



KEY POLICIES AND GUIDELINES

Review



15/16



Click the arrow to begin your review.



Review

Take a moment to review some of the key concepts in this section.



15/16



KEY POLICIES AND GUIDELINES

Review



15/16



Technology Use Policy

Responsible use of technology protects Abbott's reputation. Always follow our Acceptable Technology Use Policy to avoid reputational and legal risks.



15/16



KEY POLICIES AND GUIDELINES

Review



15/16



External Communication Policies

Everyone must understand and follow Abbott's external communication policies.



15/16



KEY POLICIES AND GUIDELINES

Review



15/16



Personal Social Media Use

Always act responsibly on social media.



15/16

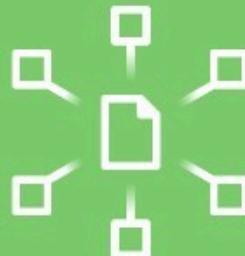


KEY POLICIES AND GUIDELINES

Review

Other Important Policies

As applicable, follow Abbott's policies for social media projects and influencer engagement programs.



KEY POLICIES AND GUIDELINES

Table of Contents

- 1 Welcome
1 minute ✓
- 2 Why Reputations Matters
3 minutes ✓
- 3 Navigating the External Environment
4 minutes ✓
- 4 Learning from Others
2 minutes ✓
- 5 Protecting Abbott's Reputation
4 minutes ✓
- 6 Key Policies and Guidelines
8 minutes ✓
- 7 Your Role in Managing Abbott's Reputation
2 minutes 🔒
- 8 Knowledge Check
5 minutes 🔒



YOUR ROLE IN MANAGING ABBOTT'S REPUTATION

Your Role

Protecting Abbott's reputation is everyone's responsibility.

Each of us directly contributes to safeguarding Abbott's reputation through our daily actions, decisions, and interactions. This shared responsibility helps maintain the trust of our customers, stakeholders and communities worldwide.



YOUR ROLE IN MANAGING ABBOTT'S REPUTATION

Your Role

Use our core values to guide your decisions.

As we've discussed throughout this training, our core values—Pioneering, Achieving, Caring, and Enduring—should inform every choice you make. These shared values help maintain integrity and consistency in all we do.

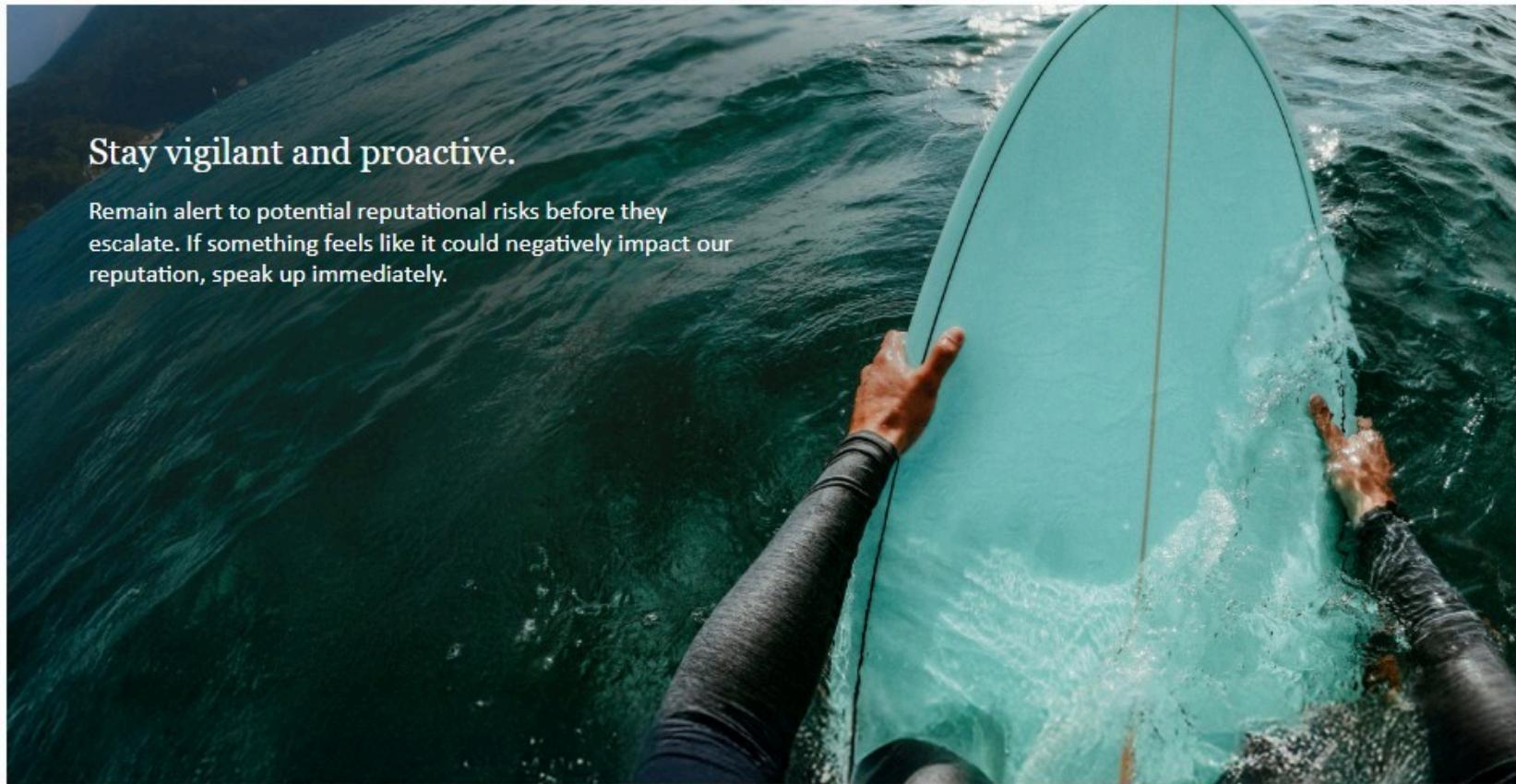


YOUR ROLE IN MANAGING ABBOTT'S REPUTATION

Your Role

Stay vigilant and proactive.

Remain alert to potential reputational risks before they escalate. If something feels like it could negatively impact our reputation, speak up immediately.

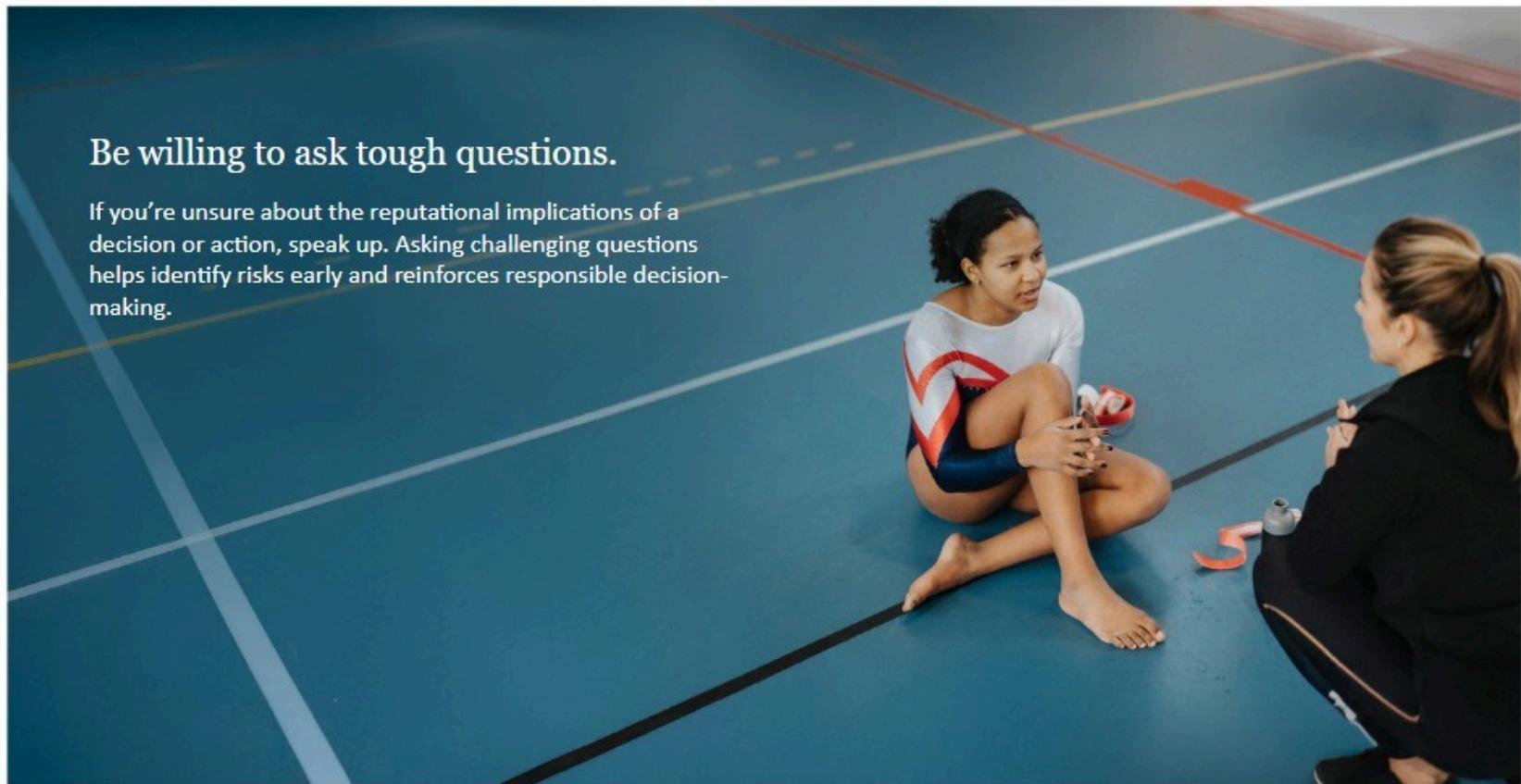


YOUR ROLE IN MANAGING ABBOTT'S REPUTATION

Your Role

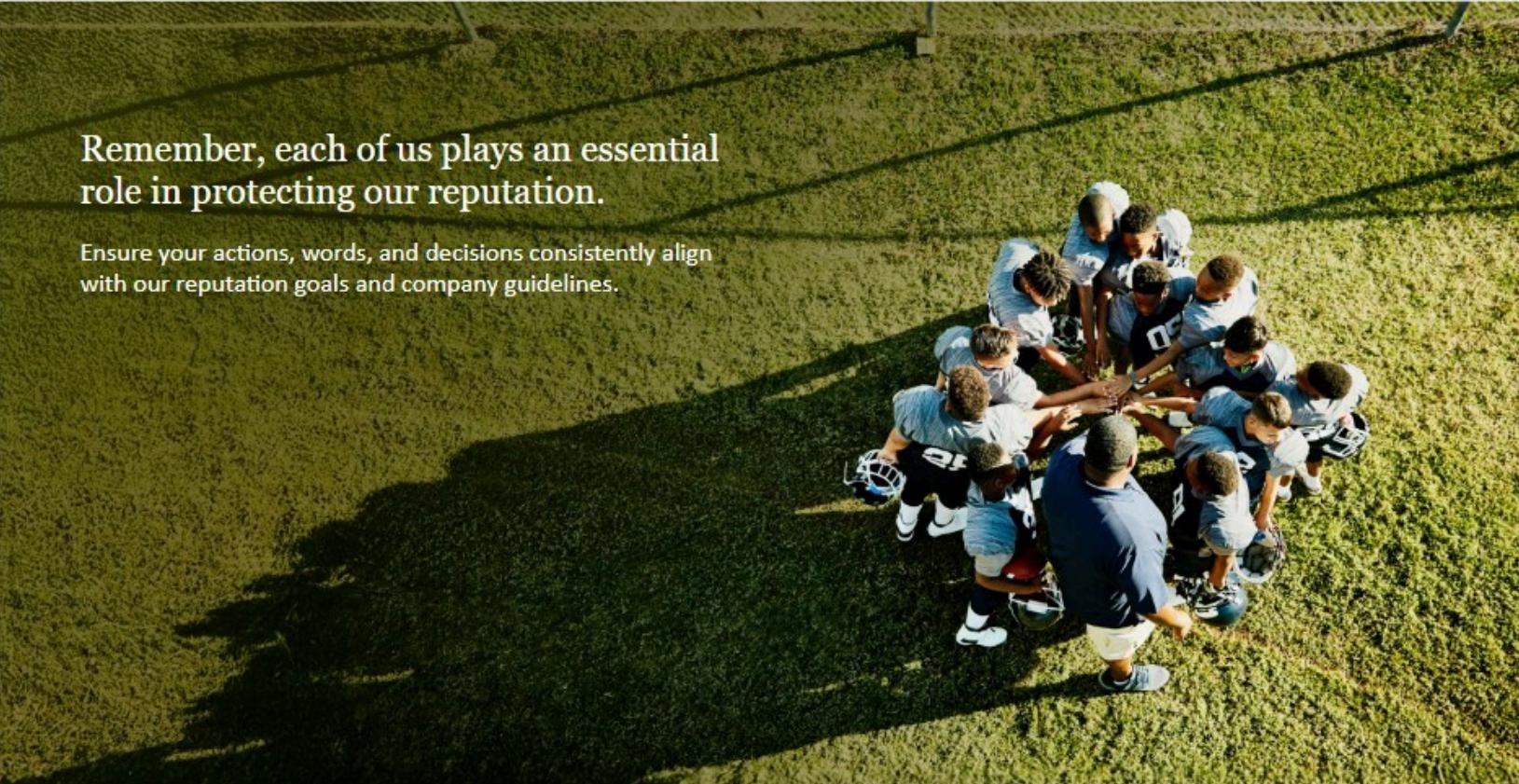
Be willing to ask tough questions.

If you're unsure about the reputational implications of a decision or action, speak up. Asking challenging questions helps identify risks early and reinforces responsible decision-making.



YOUR ROLE IN MANAGING ABBOTT'S REPUTATION

Your Role



Remember, each of us plays an essential role in protecting our reputation.

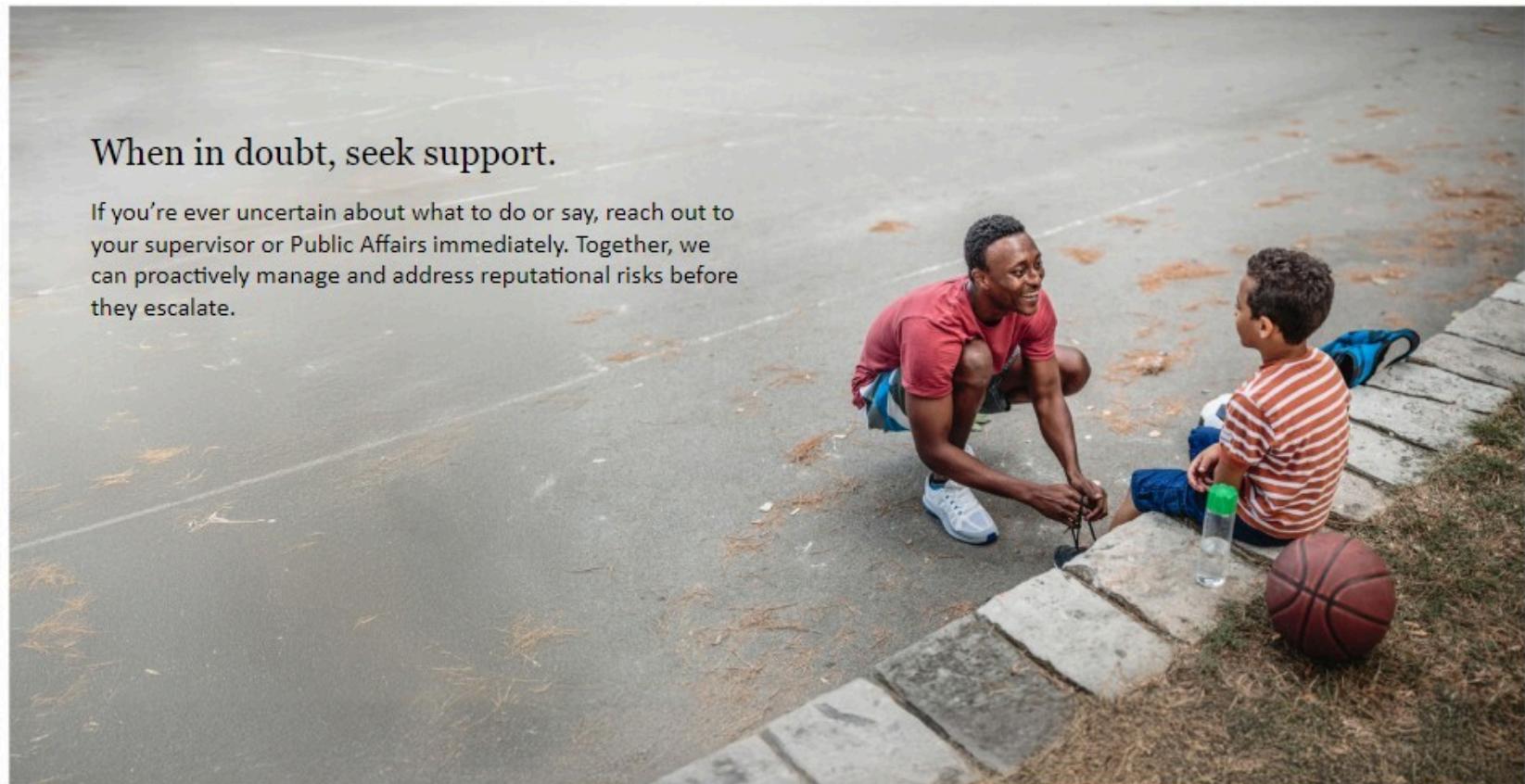
Ensure your actions, words, and decisions consistently align with our reputation goals and company guidelines.

YOUR ROLE IN MANAGING ABBOTT'S REPUTATION

Your Role

When in doubt, seek support.

If you're ever uncertain about what to do or say, reach out to your supervisor or Public Affairs immediately. Together, we can proactively manage and address reputational risks before they escalate.



YOUR ROLE IN MANAGING ABBOTT'S REPUTATION

Your Commitment

Confirm Your Commitment

Before you complete this training, please confirm that you fully understand your role and responsibilities in safeguarding Abbott's reputation.

I confirm that I have read, understand, and will comply with all relevant policies and guidelines related to protecting Abbott's reputation.

**CONFIRM**

KNOWLEDGE CHECK

Introduction

The Knowledge Check that follows consists of 10 questions. You must score 80% or higher to successfully complete this course.

WHEN YOU ARE READY, CLICK THE KNOWLEDGE CHECK BUTTON.

KNOWLEDGE CHECK

KNOWLEDGE CHECK

Assessment

2/4

1

A company's reputation directly impacts its sales and profitability.

1 | True.

2 | False.

NEXT

1 2 3 4 5 6 7 8 9 10

2/4

KNOWLEDGE CHECK

Assessment

2

Which of the following are benefits of a strong corporate reputation?

Select all that apply.

- 1 | The ability to attract loyal customers.
- 2 | The ability to recruit and retain top employee talent.
- 3 | Increased investor confidence.
- 4 | The elimination of scrutiny from media and the public.

NEXT

KNOWLEDGE CHECK

Assessment

◀ 2/4 ▶

3

Actions taken in one country or region can quickly affect a company's reputation worldwide.

1 | True

2 | False

NEXT

1 2 3 4 5 6 7 8 9 10

◀ 2/4 ▶

KNOWLEDGE CHECK

Assessment



2/4



4

Effective reputation management in today's complex environment requires which of the following?

Select all that apply.

- 1 | Proactively anticipating potential risks before they escalate
- 2 | Ignoring minor customer complaints on social media
- 3 | Communicating clearly and transparently with stakeholders
- 4 | Responding quickly to emerging issues or crises

NEXT



2/4



KNOWLEDGE CHECK

Assessment

2/4

5

You suspect that a colleague might be using Dropbox (an unauthorized cloud service) to store company information. What's the best course of action?

- 1 | Ignore it to avoid causing conflict.
- 2 | Immediately report it through either the Privacy Incident Portal or the Global Service Desk.
- 3 | Privately warn the colleague about the potential risks.

NEXT

KNOWLEDGE CHECK

Assessment

2/4

6

In order to protect the Abbott brand, we should always put which of the following at the center of our decision making.

- 1 | The Company's immediate profits
- 2 | Our stakeholders' needs
- 3 | Beating our competition at any cost

NEXT

KNOWLEDGE CHECK

Assessment

2/4

7

Even if you don't directly mention Abbott, your personal social media posts can still impact the company's reputation.

1 | True

2 | False

NEXT

1 2 3 4 5 6 7 8 9 10

2/4

KNOWLEDGE CHECK

Assessment

2/4

8

A social media influencer with a huge following – including our target customers – wants to partner with Abbott. However, this influencer has a controversial public image that might conflict with our values. What's the best course of action?

- 1 | Agree to the partnership immediately to quickly reach a broader audience.
- 2 | Put Abbott's integrity first. Review the Influencer Policy and Procedures before discussing with Public Affairs.
- 3 | Refuse to work with any social media influencers under any circumstances.

NEXT

KNOWLEDGE CHECK

Assessment



2/4



9

A key opinion leader invites you to speak at a high-profile industry conference about Abbott's latest product. What should you do?

1 | Accept the speaking invitation on the spot – this is a great opportunity for Abbott

2 | Politely decline the offer to avoid any potential risk

3 | Thank them and explain that you'll need to seek internal approval before being able to commit.

NEXT



2/4



KNOWLEDGE CHECK

Assessment

2/4

10

You come across a free publicly available generative AI tool that could speed up your work. What should you do before inputting Abbott's data into this tool?

- 1 | Ensure that the Abbott information you are uploading is non-proprietary and non-sensitive.
- 2 | Find and replace any reference to Abbott in the data before you upload it.
- 3 | Never upload data into a tool that has not been made available by Abbott IT.
- 4 | Check with a colleague or your manager.

SUBMIT

1 2 3 4 5 6 7 8 9 10

2/4

WHERE TO GET HELP

MANAGER

If you have a question about careful communications or internal brand management, start by speaking with your manager. They can provide guidance or help direct your concern to the appropriate resource.

PUBLIC AFFAIRS

For matters involving external communications or concerns about protecting Abbott's public reputation, contact a Public Affairs representative.

Public Affairs Website

- Click [here](#) to access the Public Affairs website on Abbott World.

Public Affairs Policies and Procedures

- Click [here](#) to access communication related policies and procedures on the Global Policy Portal on Abbott World.

Digital Knowledge Center

- Click [here](#) to access the Digital Knowledge Center on Abbott World for tools to help guide you while using social media at Abbott.

OFFICE OF ETHICS AND COMPLIANCE (OEC)

The OEC is a corporate resource available to address your questions or concerns.

OEC Contacts

- Visit the [Contact OEC](#) page on [iComply](#), the [OEC website](#) on [Abbott World](#) or by emailing OEC@abbott.com.

Global Privacy Contacts

- Contact Global Privacy via email at privacy@abbott.com. You can find additional contact details and important information about privacy on the Global Privacy Portal [here](#) on Abbott World. If you have a privacy concern visit [REPORT A PRIVACY CONCERN | Privacy Incident \(sharepoint.com\)](#).

Speak Up

- Visit [Speak Up](#) to voice your concerns about potential violations of our Code of Business Conduct or policies. [Speak Up](#) is available globally, 24/7 in multiple languages.

WRITTEN STANDARDS

Abbott's [Acceptable Technology Use Policy](#) provides clear, practical guidance for navigating today's digital environment.

Abbott's [External Communication Policy](#) and [Communications Personnel and Responsibilities Policy](#) provide guidance on our public interactions and how to protect our reputation.

If you mention Abbott or its products, you must follow both our [Social Media Guidelines for Employees](#) and [Acceptable Technology Use Policy](#).

If your role involves managing or launching social media channels, you must follow Abbott's detailed [External Social Media Policy \(MKT 05\)](#).

If your role involves influencer programs, you must adhere strictly to Abbott's [Influencer Engagement Policy PA006](#).

LEGAL DIVISION

Legal Division Contacts

- For questions or concerns related to third-party contractual obligations regarding privacy and data protection, please contact the [Legal Division](#).
- Click [here](#) to access the Legal home page on Abbott World.

Information Governance Contacts

- For questions or concerns regarding retention requirements or for guidance on acceptable use of technology solutions contact the Information Governance team at information.governance@abbott.com.

COURSE RESOURCES

TRANSCRIPT

Click [here](#) for a full transcript of the course