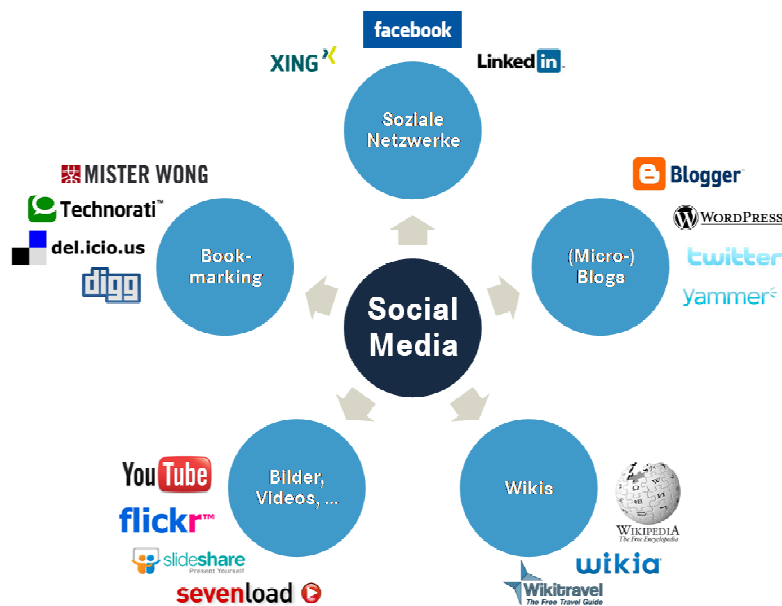


## Social Media Guidelines

It is no longer possible to imagine our society today without the internet. The use of social media, in particular, is gaining in significance. The term 'social media' refers to websites and networks where users have the opportunity to share photos, videos, opinions or even reviews and reports on their experiences. Blogs, Wikipedia, YouTube, Facebook and Twitter are all examples of social media.



The growing popularity of social media is also of great importance for companies. Internet users talk about companies, discuss new technologies and recommend – or warn against – products. Anyone who ignores these forums for discussion is also ignoring an extremely effective communications channel. By getting involved in social media, companies can identify trends at any early stage, respond to criticism or introduce their own topics for discussion. And who better to represent the company and its diversity in the public arena than the employees? Through your expert knowledge, you can contribute to online discussions or find useful ideas for your work.

So, it's in the interest of Daimler to encourage you to engage with social media. However, we have repeatedly seen that there is a great deal of uncertainty about the use of these forms of communication. We have compiled a series of tips to educate you about the opportunities and risks. Unless legal provisions are involved, these tips are expressly not to be viewed as hard and fast rules, but rather as recommendations aimed at facilitating your interaction with social media.

## Ten tips for using social media

1. **It's always about the conversation.** If you use social media as a one-way communication tool, you'll soon find yourself talking to a brick wall. You can only be taken seriously in Web 2.0 if you actively seek dialogue, participate in discussions and respond to questions.
2. **Pay attention to quality.** It's easy to get a lot of attention quickly online. Sustained, intensive dialogue, however, is only worthwhile if initiated or enriched by high-quality input.
3. **Be honest.** Lies quickly catch up with you, especially on the internet. Information can be verified immediately on the web. False statements or even just omissions are quickly discovered. Disclose your sources. This shows respect for the original authors and adds to your credibility.
4. **Remain polite.** A dialogue is only worthwhile if all participants treat each other with respect. Avoid provoking and insulting people and break off dialogue if your partner becomes offensive.
5. **Correct your mistakes.** Web 2.0 users often have quick tempers, but people are also quick to forgive. Admit and correct your mistakes. It is advisable to make these changes promptly and transparently in order to avoid misunderstandings or confusion. Point out any errors in content that relates to your area of work politely and in a matter-of-fact way.
6. **Be professional in your private use of social media.** Even if you 'only' use social media for private use, there may be times when you encounter professional contacts, or are confronted with issues relating to your work. If this happens, not having to be embarrassed by private information is to your benefit. Once something has been published online it is extremely difficult to remove. By simply performing a search and cross-referencing the results, for example, conclusions can be drawn about your personal relationships, professional responsibilities and views on specific subjects.
7. **Separate opinion from fact.** To avoid misunderstandings, you should clarify which of your statements are opinions and which are facts. You should also indicate whether you are presenting your own opinion or that of the company.
8. **Be yourself.** Trust and credibility are the pillars of social networks. Do not put on an act; always show who you are and what you are. Open communication in Web 2.0 also requires that you disclose your background. If you are active on the internet on behalf of Daimler AG or are representing its interests, say so! You can also ensure transparency by adding a disclaimer to your contribution. For example: *I work for Daimler AG, but this is my personal opinion.*
9. **Treat confidential information confidentially.** Be careful about how you handle company information. You are not allowed to disseminate confidential information that you learn as part of your job. If you are unsure whether a certain piece of information may be published, check with your manager, your information security officer (ISO) or Corporate Communications. If in doubt,

do not publish. Also adhere to data protection laws. Do not publish information about third parties without first acquiring consent from the relevant individuals.

10. **Observe the law.** Do not publish slanderous, libelous or otherwise illegal content. Do not publish content on the internet without the relevant copyright information; comply with copyrights and respect the right of the individual regarding the use of their own image. Keep company information confidential which could affect stock market prices of Daimler securities. If you have access to information of this type which is not publicly known, you are not allowed to recommend to anyone that they buy or sell Daimler securities on this basis or otherwise prompt other individuals to do so.

Your contract of employment, the Integrity Code and the Information Policy provide a binding framework for ensuring compliance with the applicable legal regulations in your own interests and in the interests of Daimler AG. This applies in particular to the handling of confidential company and personal information (see also point 5) and to all forms of conduct that could expose you to a conflict of interest.

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