

SOCIAL MEDIA GUIDELINES



TKH Group embraces the use of social media. It provides chances and opportunities for presentation, dialogue with (potential) customers, employees and other stakeholders. However, this requires responsible and proper use. After all, users of social media usually provide their own content and therefore, either consciously or unconsciously, contribute to the reputation of our company. With these guidelines and agreements, we would like to create clarity on this subject.

For the time being, TKH Group has opted to be present on the following social media channels: Facebook, LinkedIn and YouTube. In the future, we might add additional channels to our online presence, or withdraw from one or more channels. If the TKH Group name (or a variation thereof) occurs in social media channels that are not listed here, these mentions will be removed.

YOU AND TKH GROUP

In our digital strategy we have stated three objectives:

- Increase awareness of TKH Group and our operating companies.
- Increase and divert traffic to the online presence of TKH Group operating companies.
- Attract a new generation of employees and customers to TKH Group and our operating companies.

Participation in online activities on behalf of TKH Group or an operating company is not a right but an opportunity, so please treat it seriously and with respect. In order to streamline communication on

social media channels as well as possible, each operating company must appoint a 'key user' who is the only person authorized to post information about your organization on the channels in question.

The management of our operating companies remains responsible for the content and the posting of this information. The TKH Code of Conduct also plays a major part in this. The conditions applying to third-party sites must also be observed. If there is any doubt as to whether a message can be posted, please contact the communications officer at TKH Group.

GUIDELINES SOCIAL MEDIA USE: PERSONAL AND BUSINESS

- We make a distinction between speaking "on behalf of TKH Group or an operating company" or "about TKH Group or an operating company". Only the 'key users' are allowed to speak "on behalf of" on social media channels.
- When in doubt about a posting, always discuss your post with your company's 'key user' and inform TKH Group's communications officer.
- Only share information on TKH Group or your operating company that is publicly available.
- Keep in mind that you are an ambassador for TKH Group and your company.
- Do not use the TKH Group or operating company logo or brand name in your personal account or user name.
- Be transparent and open about your involvement with TKH Group and your company. Make it clear you are not an official spokesperson.
- Know what you are talking about, and keep your own reputation and that of your operating company and TKH Group in mind.
- When in doubt, or when you see a discussion or negative posting, contact TKH Group's communications officer instantly, and inform your company's 'key user'.

SOCIAL MEDIA CHANNELS

LINKEDIN (PROFESSIONAL NETWORK)

TKH Group has opted to only open a 'company account' and no 'group' or 'subgroup' accounts.

We have set up one company account for TKH Group under the name 'TKH Group N.V.' On this account you will find news, corporate information and if available career opportunities.

YOUTUBE (VIDEO CHANNELS)

TKH Group has a YouTube channel under the name 'TKH Group'. It will feature news and other video content, relevant to our business. Through playlists and other 'social' features the TKH Group YouTube channel will highlight operating company videos. It is not allowed to publish videos about the production process within your company.

FACEBOOK (COMMUNITY)

TKH Group has a Facebook channel under the name 'TKH Group'. The pages feature a full timeline with all relevant historic events in the form of milestones. It includes an overview of all operating companies and

– if applicable – links to the online presence of the operating company on Facebook.

TKH GROUP CHOICES

LinkedIn

<http://www.linkedin.com/tkhgroup n.v.>

YouTube

<http://www.youtube.com/tkhgroup>

Facebook

<http://www.facebook.com/tkhgroup>

LinkedIn



YouTube



Facebook



YOU, TKH GROUP AND SOCIAL MEDIA

For personal use of social media, we would like to agree that you do this under your own name and not under the name of TKH Group or your operating company. Of course, you are allowed to express your involvement with TKH Group and your operating company in your biography or profile. The use of brand images such as logos is not allowed.

YES

@JohnSmith
JohnSmith

NO

JohnSmithTKH
@JohnSmithTKHGroup

DO'S & DONT'S

DO'S

- Know what you are talking about. Cite the sources of your content.
- Know the TKH Group's Code of Conduct.
- Be yourself.
- Share your enthusiasm about TKH Group and your operating company.
- Think before posting.
- Treat other people with respect.
- Only make promises that you can keep.
- Avoid arguments.
- Post photos and videos that show appropriate propriety.
- Be aware of privacy: do not name anyone without their consent.
- Respect others, other cultures, religions, values etc.

DONT'S

- Do not post content that may embarrass people or trigger unpleasant and awkward responses.
- Don't exaggerate.
- Don't pick fights, or post anything defamatory, vulgar, obscene or threatening.
- Don't lie.
- Do not share internal information.
- Don't publish personal data such as phone numbers, addresses, names and other (contact) details of yourself or others.
- Do not cite colleagues and stakeholders, or post their content without their approval.
- Do not engage with the media directly but always contact the communications officer of TKH Group.
- Don't spam.

In case you have questions or have suggestions
please contact Renate Dieperink

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TKH Group the solution provider

