

SOCIAL MEDIA POLICY

INTRODUCTION

Today, **social media** provides **an interactive channel that can create meaning** and even economic value. Whether private or Brand-owned, a social profile creates on-line ideas and judgements of one's own identity. The typical viral diffusion of social media content makes careful, responsible management and use of vital importance

Angelantoni Test Technologies publishes multi-lingual, corporate contents on its websites **angelantoni.com** and **acstestchambers.com**, on the website of its subsidiary **kenosistec.com** and on related portals and blogs.

These virtual places contain corporate information of public interest, where we give details of our business activities and information on the products offered to our Customers and partners.

In 2020, Angelantoni Test Technologies **and the brands ACS, Kenosistec and Angelantoni Industrie** began to work on Social Media Management in the Marketing and **corporate Communication Department**. The aim is to reach and involve an ever increasing number of users, to develop the process of lead generation and facilitate a better product and image profile. We use different on-line platforms that follow an annual Editorial Plan to constantly update all our social channels with information of general interest and on products. This is a means to listen to public opinion and provide information in real time on the initiatives and services we offer, which users can discover in more detail on our website. Angelantoni Test Technologies intends to use the regulations in its Social Media Policy to protect the image and reputation of its Brands, Angelantoni Industrie, ACS and of its subsidiary, Kenosistec, and of all its stakeholders, **and to raise awareness that the use of the Internet makes no distinction between public and private.**

Angelantoni Test Technologies and the Holding company, Angelantoni, defend freedom of expression and **encourage the use of Social Media** to strengthen the perception of companies in the collective imagination and to introduce positive conversations around the Brand, **in constant compliance with the following rules.**

1.1. RESPONSIBILITIES

Each user is aware that: he/she is personally responsible for the posts entered, the comments, photographs, videos and materials uploaded and the civil and criminal consequences of unlawful statements and conduct.

Marketing Dept:

- It publishes contents on-line on the basis of an Editorial Plan, in line with its annual Marketing Plan. It records and manages all the Companies' Social Profiles: Angelantoni Test Technologies, Kenosistec and the Holding company (Angelantoni Industrie);
- It manages authorisations, especially as regards situations that involve employees' personal accounts (e.g. Facebook, LinkedIn) or that require a specific Google account to be set up, in order to monitor the authorisations granted to employees and to know which websites/apps have to be activated;
- It monitors the social media on which the Angelantoni, ACS and Kenosistec trademarks are present and the reputation of the companies and their representatives;
- It monitors any anomalous, improper conduct and refers any non-compliant conduct with these Regulations to Senior Management and to the HR Department for them to agree on the measures to take if the rules have been breached.

IT Dept: it guarantees corporate electronic data security and ensures the network security systems are up-to-date and ensures all company members follow the correct security procedures when they access their accounts within the company.

HR Dept: it works with the Marketing and Communications Department to correctly circulate the SMP and monitor the conduct of all our employees. Together with the Marketing Department it encourages a corporate culture based on providing useful, correct information. This also enables the opportunities offered by social media channels to be used to the best advantage and the Brand Reputation to be reinforced at the same time. It uses Social Media channels to engage with and recruit qualified personnel and appoint new resources. More specifically, the company's reputation plays a major role during the search for and selection of new people to appoint and to **build a positive image of the company**. To do so, it is essential to involve all employees in the use of social media to show a workplace where wellbeing and professional satisfaction are of the utmost importance.

Employees: if they wish to actively take part in our Company and Group social media, they must follow the rules of conduct established herein.

Dealers and stakeholders: if they wish to actively take part in our Company and Group social media, they must follow the rules of conduct established herein.

1.2 SUBJECT OF THE DOCUMENT

The Social Media Policy is the "Code of Conduct", which regulates relationships over the Internet - and more specifically on social media - between the company and its employees (Internal Social Media Policy) and between the company and the other stakeholders (External Social Media Policy).

This document provides the recipients with the main **guidelines for conduct** when using Social Media **for personal and professional use** in the following cases:

- When the Angelantoni, ACS and Kenosistec brands and their services and products are specifically indicated;
- When the user is someone with a specific interest in the brands mentioned (e.g. employee, dealer);
- When a reference to the Brands and to their services and products can be reasonably inferred;
- When a user's specific interest in the relevant brands can be reasonably inferred.

The document will be regularly reviewed and updated.

1.3 RISKS

The use of social media channels can involve risks and problems. Any improper or careless use can damage the image and reputation of **Angelantoni Industrie, Angelantoni Test Technologies and Kenosistec** and of the people who represent them / work for them.

For example, the improper use of social media channels, careless publications or comments, can:

- **Seriously harm** the image and reputation of the Group and the Companies belonging to it and, as a result, of the professionals working for them;
- **Leave the company and personal profile open to suspensions or cancellations** in the event of non-compliance with the terms and conditions of the service contract with the social media;
- **Expose to direct damages**, e.g. compensation claims for prejudicial contents (e.g. if contents are circulated that breach trade secrets, copyright, intellectual property rights, privacy, etc.);
- **Expose** the author of the post/comment/sharing and profile holder **to criminal liability** on certain grounds, e.g. trade secrets and privacy, plus other specifically criminal grounds (e.g. libel, slander, etc.).

1.4 PURPOSE

The Social Media Policy (SMP):

- educates to raise awareness of the role played by Social Media for the Brands: Angelantoni, ACS, Kenosistec;
- requests **a correct, responsible use** of these platforms to protect not only the Companies and the Group from possible Communication and Image risks, but also employees and collaborators;
- maintains the effectiveness of the work to manage the official Social Networks carried out by the ACS/Angelantoni Marketing Team, by avoiding initiatives of spontaneous publication of topics and images **as yet not circulated on the official channels**;
- optimises the effectiveness of Marketing activities by suggesting on-line interaction procedures and indicating prohibited, correct and the most effective conduct.

1.5 RECIPIENTS

The sections of the document that do not specify the category of user recipients are understood to be valid for all.

A distinction is made between an **Internal Social Media Policy** and an **External Social Media Policy** for the various categories of user recipients.

The recipients of the Internal Social Media Policy are: the employees of Angelantoni Industrie, Angelantoni Test Technologies and Kenosistec, the Managers of foreign ACS branches and their collaborators and Agents.

The recipients of the External Social Media Policy are: distributors, suppliers, partners, customers, stakeholders.

2.1 | THE SOCIAL MEDIA OF ANGELANTONI INDUSTRIE, ANGELANTONI TEST TECNOLOGIE AND KENOSISTEC

There are different types of Social Media (social networks, e.g. Facebook, LinkedIn, Snapchat, websites to share images and videos, e.g. Instagram or YouTube, etc.)

	Angelantoni Industrie	Angelantoni Test Technologies	Kenosistec
LinkedIn	Angelantoni Industrie	Angelantoni Test Technologies	Kenosistec S.r.l.
Facebook	Angelantoni Industrie	Angelantoni Test Technologies	Kenosistec

Instagram	-----	angelantonitesttechnologies	kenosistec
YouTube	-----	Angelantoni Test Technologies Srl	Kenosistec Srl
Twitter	Angelantoni Industrie	Angelantoni Test Technologies Srl	Kenosistec Srl

Below is the list of corporate social media channels monitored by the Marketing Dept., followed by the name of their respective profile:

THE OFFICIAL HASHTAGS

Below is the list of official hashtags that accompany the social media content for Angelantoni Industrie, Angelantoni Test Technologies and Kenosistec:

- #ACS
- #ACStestchambers
- #angelantoni
- #kenosistec

2.2 OFFICIAL CHANNEL MANAGEMENT

The social media channels are managed **centrally by the Marketing Department**, which follows a programme of updates from Monday to Friday (bank holidays excluded) in line with the Brand Identity, the social media specifications, the communication target and objective of each piece of content. The contents are, therefore, structured, published and managed in compliance with a pre-established Editorial Plan, which follows the corporate and Group communication strategy.

The Marketing Team monitors the official channels and the interactions on them. It analyses their performance according to social media parameters and manages any content, which may harm the image and operations of the company and of the stakeholders.

The Marketing Department can be contacted via the E-mail address: **marketing@angelantoni.it**

Who can interact with the social media contents?

Anyone can, via the publication, sharing, comment, reaction (e.g. Facebook "like" or LinkedIn "tip"), tag or mention or relevant hashtag (e.g. #ACStestchambers). In order to promote the best possible positive image for the Brands and the stakeholders, it is, therefore, essential to comply with some of the practices given in this document.

Interaction in the name and on behalf of the companies is via the Marketing Department, which does its best to respond to the largest number of requests and pertinent comments possible and reserves the right

to select the messages it answers. To request technical and/or commercial information regarding our products, please visit the websites and specific blogs of our various brands.

2.3 GENERAL POLICIES ON THE USE OF SOCIAL MEDIA CHANNELS

Just a few, simple procedures are required to facilitate optimum social media use when you represent or speak directly with the Brands in question or with a stakeholder, and these are mainly governed by common sense.

Courtesy and respect

Do not make comments which can harm an individual or the Company. Other people's opinions must be treated with respect and you should try to keep a calm tone of voice and never be offensive.

Responsibilities

Once you have posted a photo or text, a copy could remain on-line forever.

Make sure everything you say is reliable and avoid any ambiguities.

Professionalism

Remember that even on our own private channels, we represent ourselves and the Company.

During your interactions on social media, show you are well-prepared and conscientious and keep to the point. Uphold the identity of the company and our stakeholders and do not discuss topics or use a tone of voice that is not in keeping with the context.

Confidentiality

Remember that some information on the business activities of the Companies, the Group and the stakeholders are confidential. If in doubt as to whether or not to publish that information, it is better to assume it is unlawful and not publish.

2.4 INTERNAL SOCIAL MEDIA POLICY (ISMP)

As indicated above, the recipients of the Internal Social Media Policy are: the employees of Angelantoni Industrie, Angelantoni Test Technologies and Kenosistec, the Managers of foreign ACS branches and their collaborators and Agents.

The recipients of the ISMP are asked to comply with the following instructions regarding their personal and professional use of social media channels:

- **You must not** set up websites, blogs and social media pages and profiles on your own initiative on behalf of Angelantoni Industrie, Angelantoni Test Technologies and Kenosistec, other than the aforementioned website channels and corporate social media;
- **You must not** refer or allude to the Companies, the Groups and its stakeholders in a tone and on a topic, which could harm their image on any digital platform, website, social media, community or chat site;
- **You must not** publish the text or image of any contents (even of company events) on your private profile, which have not been first circulated on the official digital channels (including, therefore the websites www.acstestchambers.com, www.kenosistec.com, www.angelantoni.com);
- **You must not** facilitate the success of any Companies in competition with the Brands, by sharing or showing your appreciation of the social media contents on their official channels, commenting enthusiastically on their initiatives and contributing actively to a positive image return for them. This instruction does not intend to breach the freedom of expression of the individual. However, it would result in a competitive advantage for the competition to the detriment of the Companies and the Group;

- **You must not** circulate any confidential information (financial information, launch of new products, general business activity) or which is the property of the Companies and the Group. The terms and conditions applicable to ATT employees under the User Management Module (MGU) regulations already ban this: the Internet is no exception to this rule.
- **You must not** use the logos and/or trademarks of Angelantoni, ACS and Kenosistec in any personal situation without the company's prior written authorisation.
- **You must not** refer to any political affiliation and/or organisation;
- **You may** share official contents or comments provided you respect the context and tones of the post you are sharing;
- **You may suggest** new contents as yet unpublished on the official channels, by notifying them to the Marketing Department via the e-mail address given above. They will ascertain the possibility of including them in their Editorial Plan.

As an example, you are encouraged to report any material regarding any case histories concerning ACS Customers or cases in which chambers have been used, any topics which have dedicated articles on the official channels (#ACScasehistory and #ACS4) and on other digital platforms owned by the company, for which it is not always easy to find contents.

When employees take part on Social Media on behalf of Angelantoni, ACS and Kenosistec, they must always:

- ✓ state their name and who they work for, giving their correct status and using the correct corporate logos;
- ✓ always respect the confidentiality and contact preferences of every individual and be aware of the fact that some people do not wish to be contacted via Social Media channels.

2.5 EXTERNAL SOCIAL MEDIA POLICY (ESMP)

The recipients of the External Social Media Policy are: distributors, suppliers, partners, customers, stakeholders.

The recipients of the ESMP are asked to comply with the following instructions regarding their personal and professional use of social media channels:

- **You must not** publish the text or images, which have not been first circulated on the official digital channels according to page 4 (including the websites www.acstestchambers.com, www.kenosistec.com, www.angelantoni.com) and approved by the Marketing Department;
- **You must not** refer or allude to the Companies, the Groups and its stakeholders in a tone and on a topic, which could harm their image on any digital platform, website, social media, community or chat site;
- If you consider a content interesting that is as yet unpublished on the official channels, you are asked to notify the Marketing Department via the e-mail address given above. They will ascertain the possibility of including it in their Editorial Plan. To this regard, users of the ESMP are encouraged to actively collaborate with the Department, as every individual contribution definitely represents an opportunity for personal enrichment and for Company and Group digital communications. More specifically, Customers are encouraged to collaborate with our Companies, by sharing - where not covered by confidentiality - photographic and text material on the product purchased and their business activities. ACS or Kenosistec will publish these contents in the section of the website dedicated to case histories or on their social media (with official tags to the Company Pages, if present) in order to add value to both parties' activities;
- It is impossible to use the social media spaces owned by the companies in the Angelantoni Group for your own personal requirements.
- The Marketing Department reserves the right to follow the procedures permitted by the channel it monitors and remove any messages it considers spam, off-topic and/or offensive. Avoid any

references to facts and details with no public relevance, violent, offensive or discriminatory attitudes towards gender, sexual orientation, age, religion, personal beliefs, ethnic origins or disabilities. Insults, vulgarity, offensive comments, threats or any form of advertising, spam or promotion of private interests are not tolerated under any circumstance. Interventions of this nature will be promptly removed.

- The Marketing Department will ban or block the user (where possible after an initial warning), who breaches the policy regulations and will send a report to the platform supervisors and possibly to the competent authorities.
- Messages containing personal data (e-mail addresses, telephone numbers, etc.) will be removed to protect the people involved.
- Contents which breach copyright are not permitted and neither is the unauthorised use of registered trademarks.

3.1 REPRESENTATION

There is a big difference between **speaking "on behalf of"** Angelantoni, Angelantoni Test Technologies and Kenosistec, which requires specific authorisation, and **speaking "about"** Angelantoni, Angelantoni Test Technologies and Kenosistec.

The recipients of the SMP, therefore:

1. **Must not** speak "on behalf of" unless specifically authorised to do so. This applies to personnel, affiliates and suppliers. When an employee speaks "on behalf of" without authorisation, he/she may be subjected to disciplinary action.
2. **Must never** presume under any circumstance to be authorised to speak "on behalf of", unless they have that authorisation.
3. **Must** respect and pay attention not to harm the reputation and commercial interests of the companies they belong to and/or never be a discredit to their company.
4. **Must** only circulate publicly available information, such as the information on the website or that has already been circulated on the official channels by the Marketing Department.
5. **Must not** include company logos or trademarks in any personal announcement on the Internet.
6. **Must not** use Social Media to respond directly to their company or to their managers.

3.2 CONVERSATION TIMES AND PROCEDURES ON THE INTERNET

The corporate social media channels are managed by the Marketing Dept. according to a weekly programme on the basis of an annual Editorial Plan, supported by daily programming when necessary.

Any requests for irrelevant information as regards the message circulated, reports and claims, even though they have been sent via private messages, or sent via the message systems integrated in the various social media networks, must be sent immediately to the e-mail address marketing@angelantoni.it, for the Marketing Team to assess immediately.

The Marketing Team's task is always to **moderate/eliminate and report inappropriate or libellous contents**, posted by private users on the corporate channels.

3.3 LANGUAGE AND STYLE

The language must be suitable for the style of the social media used.

As an example, remember LinkedIn uses an elaborate, formal manner, whereas the Facebook and Instagram style is closer to the general public, without losing the Company's authority.

The rules for website editing of any other text remain valid: write in correct Italian and/or English; write only about certain, verified fact; do not fail to respect people and/or companies (public or private), groups or categories of people and institutions.

Lastly, always respect the rules of courtesy, especially the Internet "**netiquette**" (The Network Etiquette).

Although directly managed by people appointed by the Company, the presence on social media of companies belonging to the Angelantoni Group is the responsibility of all employees, as our communication strategy must guarantee content that is:

- coherent;
- up-to-date;
- open.

Social media users know they can express their opinion and therefore comments or criticisms of the company and its initiatives may be possible.

It is therefore necessary for whoever uses the company accounts to listen and respond rapidly according to the procedures established by the Marketing Dept., and to collaborate between departments to promptly and accurately provide the information requested.

4.1 BREACHES

The recipients of the SMP are obliged to follow these Regulations at all times, when their company's trademark is specifically indicated. Failure to do so will be considered a breach, liable to disciplinary sanctions depending on the seriousness and according to the rules established by Law and by the National Collective Bargaining Agreement.

WARNING: The Internet does not forget. Any contents can be "brought to light" and used against the author. Therefore, ensure you always publish irreproachable contents.

Within the limits of their abilities and responsibilities, Senior Management and the Marketing Department avoid circulating any untrue information regarding the organisation, its business activities and public employees.

4.2 UPDATE AND CIRCULATION

This policy may be amended and updated. Therefore, we kindly ask you to read this document regularly. This internal/external policy will be quoted or referred to in every Internet space owned by the aforementioned companies, on the social media platforms and on Inaz. It will be delivered individually to new recruits and circulated via a massive communication effort by the Human Resources Department (everyone account)

Document drawn up by:
MARKETING DEPT.

The legal representative

ANGELANTONI TEST TECHNOLOGIES s.r.l.
CHIEF EXECUTIVE OFFICER
Mauro Bisci



Appendix - GLOSSARY

ACCOUNT

All the contents attributed to a digital identity, required to access platforms and websites.

ADS

Advertisement viewed on an Internet website or on specifically dedicated spaces.

ADVERTISING

All the activities for brand publicity; the Ads are part of Advertising.

BLOG

An Internet website dedicated to a specific topic, where posts are published at regular intervals and with various objectives.

BRAND AWARENESS

The ability of a Brand to be recognised and be unique. Brand awareness is essential in the process that guides the path towards a purchase.

COMPETITOR

Competing companies with similar characteristics in their products, sector or market

ENGAGEMENT

A group of parameters and statistics that verify the success of a particular message, measured via likes, comments, sharings and everything that generates interaction between the user and the brand.

HASHTAG

A word preceded by the number sign, which groups contents distinguished by that key word and can be accessed by those looking for the hashtag.

LANDING PAGE

This is the website page on which users "land" when they click on a banner or advertisement or specific link.

LEAD GENERATION

All the Marketing activities carried out with the objective of generating contacts and increasing brand awareness and improving brand reputation.

MEME

Any content that goes viral that can be personalised and included in the editorial plan of a social media.

MENTION

To quote, tag someone

SOCIAL MEDIA NETIQUETTE

Rules of conduct that exist in a social media community

TAG

A word that acts as a 'label' for one or more contents. On a website or blog, it indicates the group of contents on the same topic. On social media, it indicates the possibility to 'quote' someone in the contents.

TARGET

People who may be potentially interested in a brand's content, on the basis of which the Marketing Dept. builds its strategic plan: the tone, the messages and the instruments depend above all on the target it wants to reach and involve

TOPE OF VOICE

Literally, the tone of voice used. The way the Brand wants to present itself and set itself apart.

September 2022