



PORSCHE

Code of conduct

Communication ethics at Porsche

- We are **aware of every communication message** we send out and **equality is our leading principle!**
- If it does not offend you, it does not mean that it doesn't offend others. **Put yourself in the position!**
- If you sense any doubt in something we say, show or tell always challenge it internally first.
If the content is **not undoubtedly respectful: don't do it!**

Code of conduct for communication

1. We **believe diversity is key** – in our **workforce and** in our **communications**
2. We never **discredit** any **gender nor sexual orientation**
3. We **never discredit** any **ethnicity nor religion**
4. We **never discredit** any **age nor generation**
5. We **never discredit any form of** physical or mental **disability**
6. We **never discredit animal welfare nor environmental protection**
7. We **take a stand** and **show attitude** but **never discredit any value system**
8. We never **finger point to others nor compare ourselves** in this context
9. We always **choose the right message over a critical deadline**

Four eyes approval process

1. We make sure **all our agencies are educated** for an **internal four eyes approval**
2. We **make sure every one in communication at Porsche is trained for a four eye approval process**
3. We have **transparent processes for our communication** in place

Handwritten signature of Sebastian Rudolph in black ink.

Dr. Sebastian Rudolph
Vice President Communications, Sustainability and Politics

Handwritten signature of Robert Ader in blue ink.

Robert Ader
Vice President Marketing