

## Social Media Guideline

Social Media enables the Simba Dickie Group to reach and engage with partners, customers, and colleagues worldwide. Through our channels, we provide news, updates, and present our companies and brands.

We welcome your posts on Social Media and encourage you to share positive experiences as your contributions positively represent our company. Please ensure that your posts are respectful and align with our guidelines, company values, and principles. Always maintaining a professional tone and style.

- **Coordination and Approval:** Before publishing a post, which includes internal information or statements of the Simba Dickie Group or its companies/brands, coordination with the Group Marketing Department is required. Official statements must come from authorized personnel and first appear on the Simba Dickie Group accounts.
- **Content Control:** Check which information can be made public, also in view of competitors, and which should remain internal. Do not mention unpublished novelties, confidential projects and sensitive data.
- **Consent and Personal Data:** Obtain consent before publishing colleagues' photos or quotes, and respect copyright, privacy rights, and data protection rules.

For this guideline, "Social Media" includes LinkedIn, Twitter, Facebook, Instagram, YouTube, TikTok, Xing, and other networking sites and online encyclopedias like Wikipedia.

If you have any uncertainties or questions, please get in touch with Felix Stork or Lisa Kattner.

### Please join us on our journey:

LinkedIn: <https://www.linkedin.com/company/simba-dickie-group>

Instagram: <https://www.instagram.com/simbadickiegroup/>

Facebook: <https://www.facebook.com/simbadickiegroup/>

Thank you & Best regards

Group Marketing