SOCIAL MEDIA POLICY

Introduction

The purpose of this policy is to provide guidance for the appropriate use of social media platforms and tools.

Hexagon Purus is positive to employees actively participating in social media, which gives us as individuals an opportunity to participate in global conversations and to share expertise and interests. The company recognizes the benefit of a social media policy which ensures that employees who use social media have guidelines to protect and enhance the reputation and interests of both the company and its employees during personal use of social media.

You are a Hexagon Purus employee, and you retain that position outside normal office hours. It is important that employees are aware that their duty of loyalty as employees (and relevant legislation) means limits on what they should say on the internet to a certain degree, also in a private or personal context.

You are a Hexagon Purus ambassador

The line is often blurred when it comes to our professional and personal identities on social media. Even when posting on a personal social media account, your profile may be visible to everyone and as a Hexagon Purus employee you will be associated to the company. This is an important consideration when posting on social media. Do not use your work email @hexagonpurus.com or @hexagonpurus-weeze.com for personal profiles.

When posting opinions, you can emphasize that the content and views are your own. Unless you have the required authorization, you must not communicate on behalf of Hexagon Purus.

Social media engagement helps us to build the Hexagon Purus' brand and to share our value proposition with our existing network and potential employees and customers. When our network engages with our content it can help attract talented employees. LinkedIn is our most important channel for recruitment. Social media followers don't just want to hear from the corporate voice of a company, but also from the people working there. You are our brand ambassadors!

It's important, however, that you represent the company in a correct and consistent way. This policy and our social media guidelines will provide information on best practices.

Confidential or business sensitive information

As a publicly traded company, there are strict guidelines regarding financial and forward-looking statements that could influence the market. Confidential or business sensitive information must never be communicated either in open or closed fora. As a rule, do not publish work-related information about Hexagon Purus which is not publicly available, e.g. on our company website or social media accounts.

All employees must refrain from giving any information, predictions, projections, or other forward-looking statements as to the value of the company or its shares, expected future results, or performance of the company. This includes statements or actions that can be interpreted as giving advice to potential investors on the merits of purchasing shares in the company.

Employees must not seek to contact potential investors without prior clearance from Hexagon Purus's Investor Relations Director or CFO.

Social media content related to financial information will be published on the Hexagon Purus social media channels by the communications team. These posts may be shared by employees, but all employees must refrain from creating their own spin on the financials.

Trademark Rights

New social media handles, pages and accounts using the Hexagon or Hexagon Purus name should only be created by Hexagon Purus People and Culture, Marketing and Communications and Investor Relations representatives. This safeguards the company's trademark rights, brand strategy and response in crisis situations.

Images and Video

Hexagon Purus has images and video on its SharePoint. Check with Communications if you would like to use an image or video to ensure that the company has rights to use it on social media and to ensure that the content is appropriately credited.

If you want to publish pictures or videos of Hexagon Purus events or other job situations, you must ask the area/site manager if the images can be published. Always ask your colleagues if you may publish photos of them. Private photography or video taken within Hexagon Purus manufacturing sites must not be published in the public domain, either on personal websites, social media or anywhere else without the express permission of the area / site manager.

Scope

This policy applies to all company staff, contractors, consultants, and Board members who use social media on behalf of Hexagon Purus. These are individuals who indicate, through personal information disclosed on their online profiles, that they are or may be taken to be a representative of Hexagon Purus in communicating with or about Hexagon Purus staff, students, or business entities. This policy provides clarity about who and what you are representing, and who is responsible for ensuring that references to Hexagon Purus are factually accurate. The policy will also provide guidelines to ensure that respect is shown to the interacting individuals and communities.

Hexagon Purus' official channels

https://www.linkedin.com/company/hexagon-purus

https://x.com/hexagonpurus

https://www.youtube.com/@hexagonpurusasa

https://www.facebook.com/hexagonpurusdeutschland/

https://www.facebook.com/terntrucks

https://www.instagram.com/hexagonpurus_deutschland/

https://www.instagram.com/terntrucks/

If you require clarification about any aspect of this policy or how it applies to your own circumstances, please contact your local People & Culture team.

Communication and language

The aim of social media is to promote conversation, build networks, maintain communication, and enable information sharing. This should be conducted in a safe manner and should not be used as a space for bullying or promoting personal agendas.

As a guide, unacceptable and inappropriate behaviors include content which is:

- Abusive in nature or containing offensive language. This includes making threats, spreading rumors, attacking a person or an organization verbally, and excluding someone
- Harassment, including continued unwanted and annoying actions towards an individual or group
- Making threats and demands related to race, religion, politics, sexual orientation, physical characteristics, gender, ability, disability and economic status
- Potentially libellous or defamatory statements [making false or unfair statements that are likely to damage the reputation of a person or organization]
- Off-topic or spam content
- Including Copyright- or Trademark-protected materials.

Dealing with issues or crises

If a problem (including any unacceptable and inappropriate content as outlined above or in the Whistleblower Policy) arises on a Hexagon Purus social media channel or on an employee account involving Hexagon Purus, please inform a colleague in the Marketing, Investor Relations or People & Culture department. Appropriate steps will then be taken to resolve the issue. Staff should not attempt to resolve the issue over social media.

In an emergency response situation, do not take active part in any discussions related to the situation. Hexagon Purus' official crisis management team will handle all internal and external communication related to crisis incidents.

Compliance with this policy

Employees who do not comply with this Policy and/or are found to have engaged in discrimination, harassment or bullying, will be subject to appropriate disciplinary action, up to and including immediate termination of employment aligned to local law.

Communication of this policy.

The Social Media Policy will be distributed to all staff as part of the onboarding process.

Access and equity.

The Company is committed to adhering to access and equity principles in the implementation of this policy.

Thank you for being a responsible Hexagon Purus ambassador. Don’t hesitate to ask questions or raise any concerns.