

GENERAL INSTRUCTION MANUAL

ISSUING ORG. PUBLIC RELATIONS DEPARTMENT

ISSUE DATE
12/14/2014REPLACES
4/15/2014

SUBJECT REVIEW AND APPROVAL OF INFORMATION FOR PUBLIC RELEASE

APPROVAL
AMMPAGE NO.
1 OF 3**Content:**

This instruction sets forth definitions, procedures and interdepartmental responsibility for the public release of information. The text includes:

1. Introduction
2. Purpose
3. Conditions
4. Procedure
5. Responsibilities
6. Attachments

1.0 Introduction

- 1.1 The Public Relations Department (PRD) is responsible for protecting and enhancing Saudi Aramco's corporate image and reputation. To fulfill that responsibility, PRD reviews informational materials produced by Saudi Aramco and its employees prior to their public release to ensure the content meets the following criteria: positively reflects the company's image of excellence, is produced in a professional manner in either English or Arabic, is consistent with the cultural norms of the Kingdom, does not endanger the security of our employees or facilities, does not reveal confidential or proprietary information, is effective as a form of communication, properly composed for the format used, consistent with corporate messaging, and is appropriate for the target audience.
- 1.2 For PRD to fulfill this responsibility, all Saudi Aramco organizations are required to submit publications and other materials (both electronic and hard copy) as specified in Section 1.4, to PRD to ensure compliance with the standards stated herein. Only after approval has been obtained may the materials be released.
- 1.3 For the purposes of this document, "publications" refers to written content, visual content such as photographs, illustrations and video; and content delivered orally.
- 1.4 A publication is required to undergo PRD's review and approval prior to release if it is to be released to any audience outside Saudi Aramco or if it is to be distributed internally to an audience that extends beyond more than one department within the company (or has an audience of individuals from outside the company), except where noted differently in this GI.
 - 1.4.1. Examples of publications that are required to undergo PRD's review prior to release:
 - 1.4.1.1 Articles, technical papers, posters, presentations, brochures, booklets, press releases and other informational materials for use both inside and outside of Saudi Aramco.
 - 1.4.1.2 Publications that advertise a company organization and its role.
 - 1.4.1.3 Regularly scheduled publications and once-only publications.
 - 1.4.1.4 Publications targeted to other organizations within the company or outside groups.
 - 1.4.1.5 Web content for posting on the Internet and corporate intranet.
 - 1.4.1.6 Academic theses that are produced by company employees on topics related to the petroleum industry or Saudi Aramco or any of its affiliates, or that utilizes any company information.
 - 1.4.1.7 Any publication produced and distributed by a Saudi Aramco organization, a self-directed group, a professional group or a support group that operates under the umbrella of Saudi Aramco or one of its organizations.
 - 1.4.1.8 Publications printed in Saudi Aramco's print shop for any independent professional group supported by the company.
 - 1.4.1.9 Speeches delivered to any external audience.
 - 1.4.1.10 Corporate mass email announcements.
 - 1.4.1.11 Third party press releases.
 - 1.4.1.12 Any publication produced by an employee that covers aspects of the oil and gas industry, petrochemicals or is related to the employee's position with Saudi Aramco.

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- 1.5** Publications that are part of a Saudi Aramco organization's routine business activities are not required to be submitted for PRD's review and approval. Examples of routine publications include internal business reports and correspondence, business to business correspondence that is not intended for release to any third party, and any routine Web content (including electronic forms, electronic phone books and email) that is not released outside the company or is business-to-business communication undertaken in such a way that it is not accessible to parties outside Saudi Aramco, or is covered by a nondisclosure agreement signed by the outside person or organization.
- 1.6** R&A review may be requested — but is not required — for PRD publications and first party press releases produced by PRD staff familiar with R&A guidelines.
- 1.7** PRD review and approval is not required for participation in newsgroups, mailing lists, social networks and email discussions. When participating in such media, employees may disclose their affiliation with Saudi Aramco, but in doing so they shall not give the impression that they are representing, giving opinions, or otherwise making statements on behalf of Saudi Aramco, unless appropriately authorized (explicitly or implicitly) to do so, and they agree to be bound by company guidelines that protect the image of Saudi Aramco, as per GI 299.200.
- 1.8** Video review is the responsibility of the Public Relations Operations Department's Media Production Division (MPD). Written descriptions of videos and their scripts are to be sent for review to R&A.
- 1.9** Documents produced by third parties that do not mention or identify Saudi Aramco do not require PRD review.
- 1.10** Requests to use company data or resources for academic research must be reviewed by R&A.

2.0 Purpose

2.1 The main goals of PRD's publication review and approval process are the following:

- 2.1.1 Protect the author.
- 2.1.2 Ensure that no information is released that might endanger the safety and security of company employees and facilities.
- 2.1.3 Protect the company's image and reputation.
- 2.1.4 Ensure that company publications have a valid business purpose that justifies the resources used.
- 2.1.5 Conform to the laws, culture and values of the Kingdom of Saudi Arabia.
- 2.1.6 Prevent the release of confidential (i.e., employee records), sensitive (i.e., security systems), and/or proprietary Information (i.e., industrial processes not yet patented).
- 2.1.7 Protect the company's business interests by ensuring that business communications are done effectively and are appropriate for the target audience.
- 2.1.8 Add value by correcting Arabic and English text in a manner that improves the proponent's language skills.
- 2.1.9 Manage customer expectations by ensuring transparency in review procedures.

** 2.2.0. Prevent plagiarism.

3.0 Conditions

- 3.1** All publications defined in Section 1.4 of this GI are covered by this GI.
- 3.2** Any publications — as defined in Section 1.4 of this GI — that contain technical content must be accompanied by a Publications Approval Form. The form and details on its use can be obtained at the following link:
<https://sharek.aramco.com.sa/orgs/30002986/Pages/Request-a-review.aspx>
- 3.3** No publication may be released, inside or outside the company, without the review and approval of PRD.

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3.4 Review standards for English publications are based on American Standard English. The latest editions of *The Associated Press Stylebook* and *Webster's New World College Dictionary* determine acceptable spelling, grammar and writing style. Exceptions for writing style are made for articles and technical papers that will be published in outside publications.

3.5 Review standards for Arabic publications are based on Standard Arabic.

3.6 Place name spellings are based on Corporate Affairs approved names, located at the following link:

<https://sharek.aramco.com.sa/orgs/30002986/Pages/Request-a-review.aspx>.

3.7 Publications that use Saudi Aramco's corporate identity elements (i.e., logo) are also subject to review and approval by PRD. For more information, see GI 0850.003.

3.8 Any interaction with mass media (i.e., external newspapers, TV, radio) requires the involvement of PRD. For more information, see GI 850.012.

3.9 PRD, at its discretion, may require a higher level of approval authority, depending on the nature of a publication's content. Details can be obtained in the Review & Approval (R&A) Procedures at the following link:

<https://sharek.aramco.com.sa/orgs/30002986/Pages/Internal%20Procedures.aspx>.

4.0 Procedures

4.1 The latest procedures can be obtained at the following link:

<https://sharek.aramco.com.sa/orgs/30002986/Pages/Internal%20Procedures.aspx>.

5.0 Responsibilities

5.1. PRD is responsible for managing all corporate messaging and ensuring that compliance and quality standards are met to protect the company's employees, facilities and image. The Review and Approval (R&A) Group, part of the Internal Relations Unit of PRD, require 10 working days to complete any and all reviews.

5.2. The proponent organization is responsible for knowing the guidelines for the review and approval of information prior to its release, and the accuracy of the content. No changes should be made to any documents after being reviewed by R&A, although, if any changes are made after being seen by R&A, the document will need to be sent back to R&A for another review. The changes must be highlighted or "Track Changes" used.

5.3. Proponent management is required for specific submissions. This material is described at the following link:

<https://sharek.aramco.com.sa/orgs/30002986/Pages/Internal%20Procedures.aspx>.

5.4. The R&A Editor is responsible for review and approval of materials submitted to PRD for review.

5.5. The PRD Manager, corporate management, executive management, and the president and CEO, depending on the content submitted, are responsible for final approval. This material is described in the Review & Approval (R&A) Procedures at the following link: <https://sharek.aramco.com.sa/orgs/30002986/Pages/Internal%20Procedures.aspx>.

Approved:

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