

ONLINE SOCIAL MEDIA POLICY

SODASTREAM TODAY

Everyday, thousands of people online discuss, post, watch and interact with the SodaStream brand on an ever-growing number of social networks, blogs, forums, video-sharing sites and other websites. SodaStream understands the vital importance of these activities online and recognizes the need to sometimes participate, interact and engage in the conversations in a meaningful and positive manner.

SodaStream presents this social media policy in order to ensure that our employees participate and engage in the online social media sphere in the best possible way. With this policy, SodaStream aims to meet its goals of effective social media interaction. Any deviation by SodaStream employees from the policy outlined below may trigger disciplinary action.

GENERAL PRINCIPLES

- ❖ In general, each and every employee is responsible for his/her actions online. Please exercise careful judgment and common sense when posting anything online.
- ❖ Only **authorized** SodaStream employees may interact online on behalf of SodaStream in social media applications and any other communications online, as they have experience in addressing such commentary. As such, comments to online newspaper articles, blogs, Facebook, Twitter, responses to posts or conversations about the company online shall only be made by designated employees. Please avoid the temptation to react yourself and instead report it to our social media department at socialmedia@sodastream.com.
- ❖ As personal and business personas may intersect online, should employees find negative or disparaging posts about the Company or its brands, by other companies, organizations or third parties on the internet that are believed to be important, they are welcome to notify the designated social media representatives at SodaStream by forwarding the questionable link or material to socialmedia@sodastream.com.
- ❖ Never disclose non-public or confidential information about the company.
- ❖ If you are not sure whether you are an authorized representative, ask your boss before responding.



ONLINE SOCIAL MEDIA POLICY FOR DESIGNATED SODASTREAM EMPLOYEES AND AFFILIATES

For those employees permitted to engage in social media, please keep in mind that you are the online representative of the company. The following points are the cornerstones of SodaStream's social media policy:

- 1. As a representative of the Company, always fully disclose your affiliation with SodaStream.** All employees communicating online on behalf of the Company are required to disclose their name and affiliation to the Company in all posts. For example, "John Smith, Online Spokesperson, SodaStream."
- 2. Express your ideas and opinion in a respectful manner.**
As a Company representative, it is important to be consistent in your communications in a polite, cordial manner, and in good taste. Do not use insulting language or bad-mouth competitors. Make sure if you link to other materials, you have received approval in advance, and that such links relate to company values. Linking to other sites may be viewed as an endorsement, so this should only be done in limited circumstances.
- 3. Strive for the best content and answers**
When responding to any particular claims about SodaStream, including range of products, features, performance or pricing, confirm the accuracy of such information prior to posting. Utilize our business affiliates from the relevant markets and existing content from SodaStream websites to respond to customer queries.
- 4. Protect confidential information**
The use of social media online is public, reaches a very wide, diverse audience around the globe and will remain out there indefinitely, even after deleting a post. Avoid identifying customers or employees of the company unless you have their permission. Always obtain permission before posting pictures of people. Never discuss financial information, strategies or product development before an official launch.
- 5. Time is of the essence**
Social media is about communicating in real time. Customers posting a question on social media expect quick, direct answers. A 24-hour response may seem like an eternity. Strive to find the best answers in the shortest possible time and communicate the message in the most coherent manner. A speedy, efficient response can make the difference to convert a sale, satisfy a customer and strengthen the brand.
- 6. Be cautious of Internal safety and External threats.** Social media sites are open to the public, so there is a strong need to protect the information in the best possible way. When using accounts to access social media sites on behalf of the Company, log-in and log-out from a secure location is mandatory, as is the use of strong passwords that are periodically



changed. Because of the threat of online hacking, which could result in a deceiving the user through phishing sites, at all times be aware of the website listed in the browser and ensure that website security protocols are installed. Do not download or accept any application where

you are not familiar with its access settings, or run any unfamiliar executable files on your computer to avoid downloading a virus. In this way, we can better protect SodaStream online accounts.

7. Keep a record of your online postings. Keep track of any online interactions you may have on behalf of the Company. Please remember that your online conversations or postings are the Company's postings and will be held to the same legal standards as other media communications.

8. When doubtful, refrain from posting

If you are unsure how to respond to a post or if to respond at all, do not post anything and consult another employee at the company, such as another online media designee or the Legal Department. Use common sense.

9. Exercise sound judgment

- Engage and contribute to the community, you do not have to promote SodaStream in every comment or post that you write.
- Use common sense as a guide for all online interactions.
- Be responsible for the content that you post.
- Respect copyright, trademark, publicity or any other rights of other companies (do not claim credit for something that you did not originally write). If you are unsure of whether you may use something or may be in violation, consult the Legal Department prior to posting.
- Protect confidential proprietary information.

