

## BLOOMBERG LIVE EDITORIAL GUIDELINES

*As of August 2020*

Bloomberg Live produces a variety of events, including multi-day conferences, briefings, dinners, roundtables and Q&A sessions. Our goal is to curate compelling, high quality discussions with newsmakers and influential people from the realms of business, finance, technology, politics, leadership and other issues relevant to our audiences in the room and virtually as well as on the Bloomberg Terminal and our global Bloomberg Media platforms. Every event aims to generate candid conversations and newsworthy content.

Bloomberg Live events:

- Always abide by Bloomberg News' editorial standards; at the core of those standards is editorial independence. The Bloomberg Live editors are members of the Bloomberg News division, and are responsible for ensuring the journalistic integrity of our events. Bloomberg Live has final say – and veto power – over all content in our events including themes, topics, speaker selection, as well as formats, setting and venues – unless explicitly defined otherwise.
- Are always on the record and open to Bloomberg News reporters and outside media.
- Can never promote any specific country, third-party business, investment or trade. Multiple viewpoints will be presented on controversial subjects, and the editorial moderators will not avoid raising any issues, challenges or risks if they are germane to the topic.
- Always strive toward diversity across gender, race and ethnicity.
- Are centered on conversations and interviews moderated by our journalists (any exception must be approved in advance by Global Editor of Bloomberg Live). Occasionally, Bloomberg Live may ask a speaker from an outside company to deliver a presentation on some newsworthy topic or issue. Speakers are not allowed to give marketing or sales presentations; any non-moderated presentation must be editorially relevant in general and integral to the particular event. Bloomberg Live editorial must approve such presentations in advance.

**EDITORS' RIGHTS AND RESPONSIBILITIES:** At Bloomberg Live events, the editorial staff of Bloomberg News, which includes Bloomberg Live editors, is responsible for all aspects of editorial programming. The company's journalists must identify themselves as members of Bloomberg News in all interactions. As moderators and interviewers, they must act first and foremost in the interest of the public—there can be no question of Bloomberg journalists' independence. This includes not agreeing with speakers or sponsors to ask specific questions unless they have editorial merit; not agreeing to avoid certain topics; not providing speakers or sponsors with any editorial content ahead of time, including questions, remarks, polling topics, Bloomberg presentations; and not promoting a speaker or sponsor's products or services.

Finally, a sponsor is not allowed to exclude any individuals or companies from being selected by Bloomberg Live to participate in the editorial content. All content in a Bloomberg Live event is editorial content unless explicitly specified as a sponsored content segment. Bloomberg editors have sole authority over editorial content in all Bloomberg Live events.

Bloomberg journalists, in turn, have an obligation to research their subjects and topics in advance of Bloomberg Live interviews. Any requests by a sponsor to have specific Bloomberg journalists participate in events will be considered by Bloomberg Live's editorial team, with final assignment being at the discretion of Bloomberg editors and the journalist's availability.

Bloomberg Live does not pay speakers (occasionally, Bloomberg Live may commission work from writers, artists or performers for which they will be compensated); Bloomberg Live will consider defraying travel costs on a case-by-case basis.

**DELEGATE RIGHTS AND RESPONSIBILITIES:** The majority of Bloomberg Live events are by invitation-only. Delegates should expect content that is compelling, thought provoking, regionally relevant and rigorously researched. They should expect Bloomberg journalists to identify themselves as such; conversations with members of the working press should be considered on the record unless otherwise specified. Delegates are encouraged to engage in open and interactive dialogue during Bloomberg Live events, and will be asked to provide candid and honest feedback in post-conference surveys.

**SPONSORS' RIGHTS AND RESPONSIBILITIES:** Sponsors will be clearly identified to all participants onsite and on virtual platforms and in the marketing materials tied to the relevant conference or event. Sponsors may be identified in printed and digital materials as “sponsors” (including “Presenting,” “Supporting,” and “Participating Sponsors”) indicating their role as providers of financial or material support for the event. They are not to be referred to as “co-hosts” or “partners” of Bloomberg Live events. Following are specific guidelines on sponsor participation in Bloomberg Live events.

**BLOOMBERG LIVE EVENTS & SPONSOR INVOLVEMENT:** Bloomberg Live understands the importance of sponsorship integration in events and strives to find integration opportunities that enhance a program and delight delegates.

Sponsorship of an event does not exclude a company from being considered for speakers in editorial programming, unless the Sponsor is doing a Sponsored Content Segment as part of their sponsorship package. Bloomberg Live never guarantees in the commercial agreement speaking roles or other onstage participation in editorial, outside of the Sponsored Content activation (detailed below). Sponsors may nominate qualified executives to Bloomberg Live editors to participate in the editorial program based on these guidelines:

Sponsors may participate on panels in an editorial program if Bloomberg Live Editorial concludes that the nominated individual’s participation would be considered irrespective of sponsorship. In limited circumstances, a sponsor company CEO could be considered for an editorial one-on-one interview but only with the pre-approval from the Global Editor of Bloomberg Live and the Bloomberg News editorial standards group.

- Invitations to speak in the editorial program may be extended only by the Global Editor of Bloomberg Live (or his/her designee) and that decision will be considered final. Under no circumstances will editorial speaking roles be included in any contract or agreement between Bloomberg and a sponsor.
- A Bloomberg Live event covers all sides of a topic, and does not shy away from any issues, challenges or risks involved. Speakers, including those from any sponsoring organization, follow the same guidelines as all Bloomberg Live event speakers, and receive no special treatment because of sponsorship. Sponsors understand they may be asked to share the stage with a panelist or speaker from a competitive company, or with contrasting or competitive views. Sponsors also understand that they cannot dictate questions or topics; they will not receive a list

of questions ahead of time; and they may be asked difficult questions aimed at breaking news or provoking newsworthy discussion.

- In bespoke events, the sponsor will be given an opportunity, within a specified timeframe, to provide input and feedback on the proposed event agenda and target speaker list, which Bloomberg Live editors are free to accept or reject. The Sponsor does not have veto power over any editorial content including speaker selection or agenda topics.
- Commercial-facing content that the Bloomberg custom content team creates for a sponsor cannot be duplicative of editorial content at a Bloomberg Live event.
- Bloomberg editorial content cannot be used by a sponsor for explicitly commercial purposes. Sponsors are allowed to license editorial content for use, according to Bloomberg's Post-Event Content Use Guidelines contained in the Content Licensing Agreement.
- Sponsored content segments are offered as an integration option in some events. This can be a non-editorial "on-stage" role, or a breakout session. A sponsored content segment or breakout is subject to certain conditions as decided by the Bloomberg Live Global Editor (or his/her designee).
  - Content must be thought leadership or educational in nature. No sales or marketing presentations. Approved formats include one-on-one interviews, panel discussion, and presentations. Other formats require approval from Bloomberg Live.
  - Topic and proposed participants must be approved by Bloomberg Live editorial.
  - No Bloomberg editorial personnel, including News, TV, Radio, Bloomberg Intelligence and/or Bloomberg New Energy Finance, will participate in sponsored content segments.
  - Sponsored content segment must work within the confines of the event set up, and all multimedia supplied by the Sponsor. Any costs to produce the content of the segment are the responsibility of the Sponsor.
  - Sponsored content segments will be labeled as Produced by Sponsor in all promotional materials, and will appear visually distinct "on stage" from Bloomberg editorial.

Sponsor's competitive exclusion lists and brand safety guidelines provided to Bloomberg Media as part of a media relationship are not applicable to Bloomberg Live events. Competitive exclusions and brand safety parameters for a sponsor's participation in a Bloomberg Live event must be specifically defined through the Bloomberg Live Letter of Agreement, or proposed as an addendum.