

CNOOC International Limited

Standard for Endorsements

*Conformance with this Standard is mandatory.
You may not 'opt-out' of any requirement identified herein.*

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Publish Date:	25-Oct-21	Required Review Frequency:	3 years				
Effective Date:	25-Oct-21	Revision:	2.0				
Policy Statement Number:	Policy Statements 8.1 and 12.1	Asset Life Cycle:	Explore	Develop	Produce	Market	Abandon
			X	X	X	X	X

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For document history, see the CNOOC International Management System (CIMS).

1.0 INTRODUCTION TO THIS STANDARD

1.1 PURPOSE

The purpose of this Standard is to set out the requirements and minimum expectations that must be met when:

- Establishing direction for managing Endorsement requests and the use of the Company brand by third parties.

This is important because it will:

- Ensure Company resources are appropriately used as the actions required to fulfill Endorsement requests may not be an appropriate use of staff time or corporate assets.
- Ensure that, if exceptions to this Standard are required, an appropriate process is in place to ensure the information included in the Endorsement is appropriate for the Company (i.e., the facts are correct, it is not material information and/or it is appropriate for disclosure, the timing of the communications does not negatively impact the Company, etc.).

1.2 SCOPE

This Standard applies to all CNOOC International boards of directors, officers, Employees, and Contingent Workers in North America and the UK.

1.3 INTENDED AUDIENCE

The intended audience for this Standard is detailed in the table below.

Role	Description
Chief Legal Officer – CNOOC International	Will use as a resource to monitor compliance with the rules for Endorsements at the Company.
Sr Manager – Legal & Corporate Affairs, NA	Will use as a resource for deciding when, and if, extenuating circumstances exist to support the Company making an Endorsement.
Employees and Contingent Workers	Will use as a resource outlining the rules for Endorsements at the Company.

1.4 DEFINITIONS OF TERMS

For definitions, see the CIMS Glossary. Capitalized terms used in this Standard have the meanings set out in the CIMS Glossary.

Endorsement

a declaration of approval of a company, organization, product or service. An act of Endorsement is a formal, explicit approval or promotional statement. Endorsements occur when companies and organizations request permission to use the Company name or visual identity (logo), Employee names, images/video or quotations in promotional materials. Endorsements typically take the form of letters of support, press releases,

advertisements or web site content relating to services rendered to the Company. These Endorsements tend to be promotional in tone and are highly subjective.

1.5 CONFLICT RESOLUTION

Where a conflict arises with the requirements set out in this Standard, and a Variance is required, refer to *Requesting a Variance to CIMS Documents Procedure*

2.0 REQUIREMENTS OF THIS STANDARD

The following table outlines the minimum requirements that must be satisfied to meet the intent of this Standard.

STANDARD REQUIREMENT TABLE 1

Requirement Number	Requirements
Requirement for the Company	
2.0.1	Must refrain from providing Endorsements related to the performance of any third-party with which the Company has had, or may have, a working relationship.
Requirements for the Sr Manager – Legal & Corporate Affairs, NA	
2.0.2	Must ensure any exceptions to this Standard are approved by the Sr Manager – Legal & Corporate Affairs, NA.
2.0.3	Must ensure the Company refrains in general from providing Endorsements. <i>*Note: Employees and Contingent Workers who receive a request to make an Endorsement must deny the request immediately.</i>
2.0.4	Must ensure the decision to provide an Endorsement is approved by the Sr Manager – Legal & Corporate Affairs, NA in situations wherein extenuating circumstances exist and there is a business reason for providing an Endorsement.
2.0.5	Must engage Legal for guidance and approval before making any exceptions on endorsements.
2.0.6	Must ensure that, when exception occurs and an Endorsement is made, appropriate approvals have been granted before it is released to the public.
Factual References	
2.0.7	Must ensure factual references to the Company’s involvement in a business initiative, association or joint venture are not considered Endorsements. Examples of this include, but are not limited to, the following: <ul style="list-style-type: none"> • Mentioning the Company name and factual particulars of the work performed or the goods and services provided in a business case study, news release or annual report. • Showing support for the stated goals, purposes, working objectives or activities of an industry association to which the Company belongs. • Mention of the Company name and the factual particulars of involvement in a community-based or Company-supported activity or cause.
2.0.8	Must review factual references before they are released to the public in order to ensure the communications are appropriate.

2.1 MEASURING CONFORMANCE AND CONTINUOUS IMPROVEMENT

The following table summarizes the methods that must be used to measure conformance with the intent of this Standard.

Method of Measurement	Role for Review and Interval	Location of Key Records and Reports
Self-Assessment: Conformance Checklists	Reviewer: Responsible Author Interval: 3 years	Contact Sr Manager – Legal & Corporate Affairs, NA
Audit Assessment: Conformance Checklist	Auditor: Audit Dept. Interval: When required.	Contact Sr Manager – Legal & Corporate Affairs, NA

The Methods of Measurement, identified above, will be used as a foundation to determine whether this Standard is effective and efficient; and whether opportunities exist to further improve. Refer to the *Continuous Improvement of CIMS Content – Review & Improve Business Process* for further details and see [Appendix B](#) for the Conformance Checklist.

3.0 REFERENCES AND RELATED INFORMATION

3.1 EXTERNAL REFERENCES

Not Applicable.

3.2 INTERNAL REFERENCES

Not Applicable.

3.3 RELATED REFERENCES

Not Applicable.

APPENDIX A: ROLES AND RESPONSIBILITIES

For a description of the CIMS Roles and Responsibilities, refer to the *Standard for the CNOOC International Management System (CIMS)*

APPENDIX B. CONFORMANCE CHECKLIST

The following table identifies the conformance checklist requirements.

Requirement Number	Requirements	Yes (Y)	No (N)	Needs Improvement (NI)	Not Applicable (N/A)
2.0.1	Refrained from providing Endorsements related to the performance of any third-party with which the Company has had, or may have, a working relationship.				
2.0.2	Ensured any exceptions to this Standard are approved by the Sr Manager – Legal & Corporate Affairs, NA.				
2.0.3	Ensured the Company refrains in general from providing Endorsements.				
2.0.4	Ensured the decision to provide an Endorsement is approved by the Sr Manager – Legal & Corporate Affairs, NA, in situations wherein extenuating circumstances exist and there is a business reason for providing an Endorsement.				
2.0.5	Ensured that, when exception occurs and an Endorsement is made, appropriate approvals have been granted before it is released to the public.				
2.0.6	Engaged Legal for guidance and approval before making any exceptions on endorsements.				
2.0.7	Ensured factual references to the Company's involvement in a business initiative, association or joint venture are not considered Endorsements.				
2.0.8	Reviewed factual references before they are released to the public in order to ensure the communications are appropriate.				