

## **BLOOMBERG LIVE EDITORIAL GUIDELINES**

Bloomberg-branded events strive to curate high quality discussions with newsmakers and influential people in the realm of business, finance, technology, politics, leadership and other issues relevant to our audiences on the Bloomberg Terminal, our digital websites and social media platforms, our print publications, and to the audiences in the room of the event. They are on the record and open to Bloomberg and outside media, and they always abide by Bloomberg's editorial standards. At the core of those standards is editorial independence. To ensure the integrity of Bloomberg Live programs, the editors of Bloomberg News, of which the editorial producers of Bloomberg Live are a part, must have final say—and veto power—over all sponsored conferences, summits, panels and interviews.

The goal of any Bloomberg Live event is to create compelling, newsworthy content, bringing together newsmakers, influencers, top leaders and future business stars for frank, newsworthy discussion. In line with the emphasis Bloomberg places on unbiased journalism, the editorial content of Bloomberg-branded events must not promote any specific country, third-party business, investment or trade. Multiple viewpoints should 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. Data-based content will be drawn from Bloomberg when possible.

Bloomberg events are centered on conversations and interviews moderated by our journalists (any exception must be approved in advance by the Editor in Chief or Deputy Editor of Bloomberg or their designee such as the Global Editor of Bloomberg Live). Occasionally, Bloomberg Live may ask a speaker 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. Presentations must be approved in advance by Bloomberg News.

**EDITORS' RIGHTS AND RESPONSIBILITIES:** At Bloomberg Live events, the editorial staff of Bloomberg News, which includes Bloomberg Live editorial producers, is responsible for all aspects of editorial programming. The company's journalists must identify themselves as members of the press 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 sponsors to ask specific questions unless they have editorial merit; not agreeing to avoid certain topics; not providing sponsors or panelists with a draft of questions or introductory remarks; not providing sponsors with Bloomberg presentations; and not promoting a sponsor's products or services.)

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 extended by Bloomberg Live's editorial team. Before moderating a panel or conducting an onstage interview a Bloomberg journalist must secure approval from the newsroom's standards group. Bloomberg insists its journalists only participate in panels where there is gender diversity and we expect similar standards from media partners.

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

**SPONSORS' RIGHTS AND RESPONSIBILITIES:** Sponsors will be clearly identified to all participants on site and in the marketing materials tied to the relevant conference or event. Sponsors may be identified in printed materials as "sponsors" (including "Presenting," "Supporting," and "Participating Sponsors) or "Underwriters" or other language that indicates 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. See below for specific guidelines on sponsor participation in Bloomberg Live events.

**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. He or she should expect Bloomberg journalists to identify themselves; 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

conferences, and will be asked to provide candid and honest feedback in post-conference surveys.

**BLOOMBERG LIVE EVENTS & SPONSOR INVOLVEMENT:** Bloomberg Live produces a variety of events, from dinners and Q&A sessions to multiday, major conferences. The group understands the importance of sponsorship integration in its events and strives to find integration opportunities that enhance a program and delight delegates.

Bloomberg never guarantees speaking roles or other onstage participation; sponsors may nominate qualified executives to Bloomberg News editors to participate in the editorial program based on the guidelines below:

1. Sponsors may participate on panels in an editorial program if Bloomberg News editors conclude that the nominated individual's participation would be considered irrespective of sponsorship. In limited circumstances, a sponsor CEO will be considered for an editorial one-on-one interview but only with the pre-approval from the Global Editor of Bloomberg Live and the newsroom's editorial standards group.
2. 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.
3. A Bloomberg Live event hits on all sides of a topic, and doesn't shy from any issues, challenges or risks involved. Speakers, including those from any sponsoring organization, understand they may be asked to share the stage with a panelist or speaker with contrasting views. Sponsors also understand that they can't dictate questions or topics, and that they may be asked difficult questions aimed at breaking news or provoking news-worthy discussion. Nor will sponsors be provided a list of potential questions ahead of time.
4. In the case of sessions with a single sponsor (breakfast or lunch breakout sessions at Bloomberg marquee event; Bespoke roundtable and briefing events with an exclusive underwriter), the sponsor may make opening *or* closing remarks. Sponsor participation in an editorial session in which it is the sole or named sponsor must be approved by the Global Editor of Bloomberg Live (or his/her designee) and follow the above guidelines (editorial relevance, etc.) As a general rule, onstage participation by sponsor

executives should be limited to participation in one panel (not including opening or closing remarks). The sponsor also will be given an opportunity within a specified timeframe to provide feedback on the proposed event agenda, which Bloomberg News editors are free to accept or reject.

5. Commercial-facing content that the Bloomberg custom content team creates for a client cannot be duplicative of editorial content at a Bloomberg Live event.

6. Bloomberg editorial content cannot be used by sponsor for commercial reasons. Any Bloomberg Media-commissioned report summarizing the roundtable given to the sponsor/client will be for private use only.

7. Bloomberg Live does not produce "white label" events for clients.

8. For sponsors at the highest level of sponsorship in marque (i.e. multi sponsor) events, a limited non-editorial onstage role (i.e. sponsored content) will be created subject to certain conditions as decided by the Bloomberg Live global editor (or his/her designee).

A. Sponsored content segments may consist of the following types of programming (other formats will be considered on a case-by-case basis):

- One-on-one interview of a sponsor executive (15 minutes maximum)
- Panel discussion including sponsor executives or a panel moderated by a sponsor executive (15 minutes maximum).
- TED Talk-style presentation (10 minutes maximum).

B. No Bloomberg editorial personnel, including News, TV, Radio, Bloomberg Intelligence and/or Bloomberg New Energy Finance, will be involved in executing sponsored content segments.

C. Sponsored panels/interviews/presentations will be clearly marked in any printed or digital agenda and onstage signage as "Produced (or Programmed) by our underwriter (or sponsor) and not the Bloomberg editorial team". On agendas and onstage, sponsor panels should appear visually distinct from editorial content

D. The theme of a sponsored content segment must be approved by the global editor of Bloomberg Live (or his/her designee). The global editor of Bloomberg Live (or his/her designee) must approve the moderator choice.

E. One sponsored content segment slot will be available in a half-day marquee event. Two sponsored content segment slots will be available in a one-day marquee event. If a marquee event extends beyond one day, an additional sponsored slot may be created.

F. Bloomberg News editors may decide that a sponsor executive is relevant for participation in an editorial discussion in the event. In that case, the sponsor will not be eligible to also participate in a sponsored content segment.

G. Sponsored content segments are not permitted in Bespoke (i.e. single sponsor) events.