



Johnson Controls Communication Policy

Revision	Release Date	Description of Change
Final	July, 2017	Stand-alone Communication Policy

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Electronic copies valid without signature

Background

Johnson Controls values the beneficial impact that accurate, timely and effective communication can provide for both external and internal stakeholders, including customers and consumers, current and prospective employees, suppliers and partners, the media and financial sector, non-government organizations (NGOs), shareholders, and communities where the company operates.

1.0 Purpose

The Johnson Controls Communication Policy is intended to:

- Provide communication professionals and business leaders/designated spokespeople with clear direction on how to address typical communication activities.
- Guide the actions of all employees related to communication activities.

2.0 Scope

This Policy covers all Johnson Controls employees, contractors, suppliers and designated spokespeople for the company at the following organizational levels:

2.1 Corporate Headquarters	Yes
2.2 U.S. divisions and majority-owned subsidiaries	Yes



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2.3 Non-U.S. divisions and majority-owned subsidiaries	Yes
2.4 Consolidated joint ventures	Yes
2.5 Unconsolidated joint ventures and affiliates	As appropriate

Nothing contained in the Communication Policy shall be construed to restrict or interfere with the rights of employees under the law to discuss, communicate regarding or engage in other activities involving terms and conditions of employment with co-workers or others via social media, provided employees may not violate the rights of any person or entity or otherwise violate the law when engaging in such discussions, communications or activities.

3.0 Responsibilities

All individuals categorized below are required to adhere to the Communication Policy, including all associated policies (see section 4.0). Of particular emphasis, all individuals must adhere to the associated [Disclosure Policy](#), which defines material information and designates who, when and how material information can be legally communicated to external and internal stakeholders.

3.1 Johnson Controls **Chief Marketing Officer** and the **Communications Leadership Team** are required to:

- Ensure that verbal and written communication with external and internal stakeholders supports and is consistent with Johnson Controls brand messages and visual standards.
- Review and update this Communication Policy on an annual basis.
- Ensure all Marketing and Communications departments understand and adhere to this Policy.
- Identify and designate company spokespeople and confirm this position with the spokespeople.
- Maintain an updated list of designated and approved spokespeople detailing name, job title, business unit and area of expertise.
- Approve communication materials as outlined in this Policy.

3.2 All Johnson Controls **Communication professionals** are required to:

- Ensure that verbal and written communication with external and internal stakeholders supports and is consistent with Johnson Controls brand messages and visual standards.
- Implement processes for approving and distributing public releases of non-proprietary information (i.e., publications, press releases and customer success stories) consistent with all company policies and procedures.
- Ensure that verbal and written communication with external and internal stakeholders is accurate, timely and relevant.
- Direct employees and suppliers on appropriate use, application and dissemination of information and brand assets.

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- Coach assigned Enterprise Leadership Team communication partners. Assigned communications partners are responsible for ensuring the understanding and compliance of the communications policy. Communication partners are also responsible for proactively planning strategic communications activities to support business objectives consistent with company strategies and the communications policy.

3.3 All Johnson Controls **designated spokespeople and presenters [approved subject matter experts]** are required to:

- Ensure that verbal and written communication with external and internal stakeholders supports and is consistent with Johnson Controls brand messages and visual standards.
- Clearly distinguish between when they are representing the views of Johnson Controls and their own personal viewpoints.
- Follow information/communication material approval and distribution methods as outlined in this Policy.
- Direct all information requests from external stakeholders/media to the corporate Communications department and/or the respective business unit Communications department .

3.4 All Johnson Controls **employees and contractors, suppliers and partners** are required to:

- Ensure that verbal and written communication with external and internal stakeholders supports and is consistent with Johnson Controls brand messages and visual standards.
- Follow information/communication material approval and distribution methods as outlined in this Policy.
- Direct all information requests from external stakeholders/media to the corporate Communications department and/or the respective business unit Communications department. Unless an employee has been identified as an official spokesperson by the Chief Marketing Officer, or the Vice President, Communications of a business unit, they cannot speak on behalf of Johnson Controls.
- Follow standards and procedures for appropriate approval, use, application and dissemination of information.
- Any contractor, supplier, partner who speaks on behalf of Johnson Controls must have prior approval of one of the following:
 - Enterprise – Chief Marketing Officer
 - Business unit – Vice President, Communications of the business unit

4.0 Applicable Policies associated with the Communication Policy

The following Johnson Controls policies and core guidelines/procedures are associated with and apply to all segments of the Communication Policy:

- [Disclosure Policy](#)
 - Disclosure of Material Information

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- Disclosure of Non-Public Information
- [Ethics Policy](#)
 - Employee Privacy
- Protecting the Company's Information
 - Appropriate Use of Email, Internet and Other Online Resources
- [Acceptable Use Policy](#)
 - Appropriate Use of Electronic Messaging Systems
 - Internet Access
- Information Classification Protection Standard
- [Employee Personal Information Privacy Notice](#)
- [Brand Guidelines](#)

5.0 Policy

5.1 Brand & Corporate Identity

It is the company's policy to present Johnson Controls to all internal and external stakeholders in a way that encourages the broadest possible awareness and recognition of the company.

The Johnson Controls brand, and approved secondary brands, are valuable assets that must be protected and strategically managed to support business objectives.

If any employee sees any other company infringing on the Johnson Controls logo or brand, they should report it immediately to brand@jci.com.

Logo marks, trademarks and names

- To protect the company's reputation and legal position, and to ensure proper use and presentation of trademarks, all names, logos and program graphics for internal and external products, services, solutions, technology, programs and teams must follow the guidelines listed on the online [brand center](#) and undergo appropriate corporate or business unit review including legal/trademark review where applicable.
- Johnson Controls is the master brand of the company. The Johnson Controls name and logo mark are the company's primary commercial identifiers.
- The Johnson Controls logo must be applied as outlined on the [online brand center](#).
 - The logo must not be edited or changed in any way.
- Employees are not allowed to use the logo for their personal use.
- The Chief Marketing Officer must give prior approval for the development of joint venture logos, and must review and approve the logo once developed.
- Approved brands of products and technologies are secondary/subordinate brands, and should be presented along with the Johnson Controls name and logo in accordance with the company's defined brand architecture and standards.
- Specific details of how these brands can be used are available on the [online brand center](#).



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- 3rd party product brands not presented with the Johnson Controls name and logo carry their own brand standards, but are subject to compliance with the Johnson Controls brand policy and governance by the Brand Council.

Visual application/brand standards

- [Brand guidelines](#) are available on the brand center on [myJCI](#).
- Johnson Controls brand standards on logo use, color palette, and typography/fonts are published on the [online brand center](#). These standards must be applied to every visual expression of the company, including internal and external publications, employee portal and internet web sites, marketing materials, advertising, stationery, exhibits, promotional items, videos, images and signage.
- All Johnson Controls business units are responsible for ensuring compliance with the brand standards across all of its internal and external communication and applications of the brand.

Written application/key messages

- Johnson Controls [enterprise presentation](#) and business descriptors are published on the [online brand center](#). These descriptors must be appropriately applied to every verbal and written expression of the company, both internally and externally.
- All Johnson Controls business units are responsible for ensuring compliance with these descriptors and key messages.
- No other corporate or business unit descriptors should be used or created without the prior approval of the Chief Marketing Officer.
- All business unit product and service descriptors should align with existing corporate language, and should have the prior approval of the Vice President, Communications of the business unit.

5.2 Advertising

Visual and contextual consistency across all corporate, business unit, product, service and recruitment advertising – print, online or broadcast – helps promote and grow the value of the Johnson Controls brand.

Creative development

- All corporate, business unit, product, service and recruitment advertising must follow the brand guidelines published on the [online brand center](#).
- Each Johnson Controls business unit is responsible for ensuring compliance with these standards.
- Advertisements prepared by any corporate department must have approval of the Vice President, Brand and Corporate Marketing and Legal Group Counsel prior to media placement.

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- Existing, approved, corporate advertisements that need resizing for new placement must be reviewed and approved by the corporate marketing department prior to placement.
- Advertisements prepared by Johnson Controls business units must be approved by the Vice President, Communications or Vice President, Marketing of the business unit and Legal Group Counsel prior to media placement.
- Any advertisement containing claims regarding product(s) or service(s) must be reviewed and approved in writing by an appropriate product/service subject-matter expert prior to media placement.
- Any advertisement containing references to work with a customer must be reviewed and approved in writing by the customer prior to media placement.

Media placement

- No employee or agency will place a print, broadcast or Web advertisement, or sign a media placement contract, without the prior approval of one of the following:
 - Corporate advertising – Chief Marketing Officer
 - Business unit advertising – Vice President, Communications or Vice President, Marketing of the business unit
 - Recruitment advertising – senior recruiter and/or designated Human Resources leader
- Media placement strategies for all print, online or broadcast advertising campaigns (with the exception of recruitment advertising campaigns) should be shared with the Corporate Marketing department prior to placement to provide opportunity for leveraging costs and to ensure that there are no conflicts with existing contracts. Contracts should be provided to the Chief Marketing Officer, in English, prior to signing.

5.3 Media Relations

It is the intent of the media relations program within Johnson Controls to advance and protect the reputation and external profile of the organization.

Press releases

- Press releases will be developed and deployed by Johnson Controls for information that is timely and newsworthy, and in certain instances, legally required.

Business unit press releases

- All business unit press releases distributed to the news media will be drafted using Associated Press (AP) style or appropriate regionally accepted communication styles. All press releases must be reviewed by the appropriate business unit, Legal, and if applicable, Finance leader prior to submission for approval to the Vice President, Communications of the business unit.
- Following the appropriate business unit approvals, all press releases planned for distribution **via a wire service** must be submitted to enterprise Communication -- the Director, Global Media Relations or in APAC the VP of Communications -- for review and final approval. These releases should be submitted three business days prior to

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the intended release date whenever possible. Under extraordinary circumstances, e.g. crisis communication, a shorter time frame will be allowed. The Vice President of Communications for APAC will notify the Director, Global Media relations to ensure global consistency and aligned timing of press releases.

- For rest of world, press releases that are in languages other than English should be submitted in English for approval and follow the same requirements of other press releases. All press releases written in a language other than English should have correct spelling and be grammatically correct.
- Press releases distributed only to select trade or regional media and posted on www.johnsoncontrols.com do not need prior approval from Corporate Communication. As a courtesy, enterprise Communication should be informed about these press releases at least a day in advance.
- Press releases should be clear, concise and grammatically correct. Contact information must be included on the release indicating the appropriate Johnson Controls media relations professional who will receive calls from the media. Press releases should follow the approved template that can be found on the [online brand center](#).
- Press releases, regardless of type of deployment, will conform to the requirements of the [Disclosure policy](#).

Corporate press releases

- Corporate press releases that are focused on financial, board of director, or investor-related matters should be provided with 24 hours advance notice of targeted distribution on the wire to the Chief Marketing Officer, unless there are extraordinary circumstances. In extraordinary circumstances, the Chief Marketing Officer should be contacted as soon as it is known that a release needs to be issued.
- For all corporate wire press releases, Global Media Relations will work with the functional head of the area of the release subject to write and obtain necessary approvals prior to release. Global Media Relations will manage necessary approvals through Legal, Finance and the Executive Operating Team as necessary. Press releases that have been submitted and approved by Global Media Relations will be sent to Investor Relations 24 hours in advance of deployment.
- Press releases will be made available after they cross the wire, on www.johnsoncontrols.com, and, if relevant, on [myJCI](#). Press releases that have been previously published may be translated provided the translated version is approved by the regional business unit Communication lead prior to distribution.
- Financial press releases will be issued in English only, and are not to be translated.

Media inquiries

- All media inquiries must be directed to the appropriate media relations professionals within the business unit or Corporate Communications department, for review and proper vetting.
- Media inquiry forms should be created and stored for future reference and as a record of how we've interacted with journalists in the past.

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- Media relations professionals and designated spokespeople will conduct themselves in a professional manner at all times when dealing with the external media.
- During media interviews, media relations professionals are expected to take notes or tape the interview, or both, to ensure accuracy of information for later follow-up.
- All media inquiries will be responded to in an expeditious fashion, but generally within 24 hours of contact, if not sooner.
- Media inquiries that are submitted by the financial press/Tier 1 media (regional/national/international general publications or broadcast outlets) will be vetted properly in advance. This includes identifying the background of the story, potential questions, other parties to be interviewed, deadline for filing the story, intended publication date of the story, and background on the reporter. A listing of the Tier 1 media in the United States, specific countries in Europe and China is contained in Exhibit II.
- During all media interviews, whether in person or via phone, designated spokespeople must be accompanied by a media relations professional unless circumstances do not permit the presence of a media relations professional. Follow-up can be done with reporters to ensure accuracy of information and any additional questions from the media are answered.
- Trade press inquiries will be handled at the business unit level, unless otherwise deemed necessary to be surfaced to the Corporate Communications department. The same protocol must be followed with trade press in terms of vetting of the media opportunity.

Media tracking

- Tier 1 media coverage will be monitored by the Director, Global Media Relations and business unit Communications teams. A quarterly coverage summary will be provided by the Director, Global Media Relations for the Communications Leadership Team.
- During quarterly earnings and other important news events, the Corporate Communications department and/or the business unit Communications department will track media on a real-time basis to ensure accuracy and pick-up and to surface errors or inconsistencies with reporters as they arise. In such instances, the relevant Communications department will issue reports as necessary.

Designated media spokespersons

- All media inquiries, including print, online and broadcast, should be directed to the media relations professional in the business unit or Corporate Communications department.
- Employees are not permitted to respond to media inquiries about matters pertaining to Johnson Controls or its business units, unless they have been authorized to represent the company for such inquiries by:
 - For Corporate employees – Vice President, Communications and the Director, Global Media Relations
 - For business unit employees – Vice President, Communications

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- Individuals who have been authorized to respond to the media will be accompanied to interviews by a media relations professional unless circumstances do not permit a media relations professional to be present for the interview. These spokespeople will be prepared in advance of the interview, including intended questions from the reporter, background on the story and the reporter, filing date and intended publication date, along with the message and proof points that should be used during the interview. In the instances where an individual has not had experience taking interviews, the individual should receive media training in advance and be familiar with the [Disclosure Policy](#) to ensure that material information is not disclosed.
- Company financial information and guidance will not be discussed with media during the company's designated quiet period(s).
- Individuals will not represent the views of Johnson Controls or its business units on government policy, other companies or organizations, or controversial matters unless vetted in advance with the Government Relations and Public Affairs, Human Resources, Finance or Legal, depending on the nature of the inquiry.

Payments/Gifts to media

Johnson Controls does not pay members of the news media to attend company events, such as press conferences. The company may elect to reimburse reasonable transportation costs and accommodations for news media representatives to attend company events upon approval of Vice President, Communications of the business unit or the corporate Vice President, Communications. News media representatives should acknowledge in writing they are permitted under applicable laws and rules of their employer to accept reimbursement for travel and accommodations, and further acknowledge Johnson Controls will not seek favoritism or bias in connection with coverage of the company. News media representatives must identify whether they represent state-owned or publicly controlled media organizations and if they do represent public or state-owned media, approval for reimbursement should be made with the consultation of the Vice President of Compliance. Air travel for news media representatives must be booked in economy class unless approved in advance by the Vice President, Communications of the business unit or the corporate Vice President, Communications.

- For media tours of plants located in remote regions, the company may elect to provide transportation to the facility. The company may also extend an invitation to reporters to accompany an executive on a company aircraft should the executive be traveling to a company facility. In these cases, such transportation arrangements must be approved in advance by the corporate Vice President, Communications or Director, Global Media Relations. Johnson Controls media relations representatives will abide by the company's [Ethics Policy](#) and also respect the ethics policies of news media organizations, should a reporter offer to reimburse Johnson Controls for travel on company aircraft.
- Token gifts made to news media representatives must be done in accordance with the company's [Ethics Policy](#).

5.4 Internal Communication

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All verbal and written communication with employees, contractors and other internal stakeholders should support and be consistent with Johnson Controls brand messages and visual standards.

Alignment of internal announcements with external announcements/press releases

- For business announcements that apply/are subject to our [Disclosure Policy](#), it's imperative to align and synchronize the release of this information to both external audiences and internal audiences.
- For such announcements, Media Relations and Internal Communications from the originating business unit and/or Corporate will synchronize release schedules, assuring that the timing of the announcement, both internally and externally, supports the business objectives, intended outcomes and disclosure requirements.

Organizational announcements

- All organizational announcements and appointments (Vice President and above) must be reviewed and approved by appropriate Communications and Human Resources representatives:
 - Business unit Communications and Human Resources for business unit/region announcements and appointments.
 - Corporate Communications and Human Resources for company-wide announcements and appointments.
- External press releases for Vice President announcements require approval by the Chief Marketing Officer.
- Appointments at Vice President and higher will be considered for posting to the [myJCI](#) homepage as enterprise news.

Nomenclature

- Avoid use of acronyms for business unit names. To be more precise, understandable, and compelling, spell them out:
 - Power Solutions
 - Building Technologies & Solutions
- On second reference, or in abbreviated form, use "Power" and "Buildings" (i.e., our Power and Buildings businesses).

Mass e-mail

- Person-to-person and person-to-working group email should be for business purposes only, and is governed by the [Acceptable Use Policy](#).
- Mass emails – email messages directed to employees in a region, business unit, or company-wide must be reviewed and approved by appropriate Communications representatives:
 - Business unit Communications team for email messages to business unit/region
 - Corporate Communications team for company-wide email messages
- Emails from ELT members must be supported by the appropriate Communications partner.

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- Communications being sent to functions require review and approval by the appropriate functional leader and Communications representatives. If the Communications team determines support is not necessary, the function can send the email directly. Authorship and communications support is contingent upon content sensitivity, audience size, degree of change, etc.
- Site-specific mass emails should be reviewed and approved by local site leaders.

Portal news and information

- Access to and usage of the portal (my.jci.com) is governed by the [Acceptable Use Policy](#).
- All news and information published on the employee portal is designated for internal use only. News and content published on the portal should not be used for external communication unless specifically approved.
- News to be published on the portal for business unit/region employees or all employees must be reviewed and approved by appropriate Communications representatives:
 - Business unit Communications for business unit/region news
 - Corporate Communications for company-wide news
 - Site-specific news should be reviewed and approved by local site leaders.
- News and information on the employee portal should be consistent with Johnson Controls brand messages and visual standards.
- All content published on the employee portal should respect copyright and fair use of copyrighted material owned by others.

Translations of materials

- To effectively communicate with our global employee workforce, it's recommended that announcements and communication materials essential to the understanding of the company strategy or topics that directly impact an employee be provided in local language.
- The appropriate Communications department will develop and help apply criteria for determining the number of languages into which materials are translated.
- Communications will work with Purchasing to annually review and/or select primary translation vendor(s).
- Typical languages include:
 - Czech
 - French (France)
 - French Canadian
 - German
 - Chinese
 - Japanese
 - Korean
 - Spanish (Latin America)
 - Portuguese (Brazil).

5.5 Web

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The global reach and instantaneous nature of the Internet presents unique legal, security and content challenges. Therefore, centralized content control for all written and visual communication is required on www.johnsoncontrols.com and official company websites.

- No employee, agency or other individual may publish confidential or non-public proprietary information of any kind regarding the Company, its products, operations or plans on any portion of www.johnsoncontrols.com without prior approval by the appropriate business unit or Corporate Communications department.
- All requests to register domain names on behalf of Johnson Controls or any product brands anywhere in the world must be coordinated through the business unit web leadership department and the Vice President, Brand and Corporate Marketing. This is necessary to ensure consistency, protection of trademarks and functionality of the company's web presence.
- Use of the Johnson Controls logo or sub-brand logos on a third-party website requires the prior approval of the Vice President, Brand and Corporate Marketing and the Vice President, Marketing, of the business unit. If approved, the logo must appear according to the guidelines on the [online brand center](#).
- Published links pointing to the Johnson Controls website should target the homepage. Exceptions to this must be approved by Vice President, Brand and Corporate Marketing.
- Major changes to the Johnson Controls website, must be approved by the Vice President, Brand and Corporate Marketing, and will only be approved if new content has defined owners who are both responsible and accountable to maintain it.
- All websites that support endorsed Johnson Controls brands should have a logo and link in the footer that target JohnsonControls.com.
- [Domain Policy](#)

5.6 Social Media

For the purposes of this policy, social media is defined as any online channel that allows for dialogue or group discussions. These can be internal or external to Johnson Controls, and include, but are not limited to social networks (e.g. Facebook, LinkedIn, Twitter, YouTube, Yammer, Weibo, WeChat, Snapchat and Instagram), blogs, chat rooms, web page comment sections, wikis, online communities, podcasts, user-generated video and internal collaboration platforms such as SharePoint. Social media channels can reach internal and external audiences and the content published is often archived and cannot be deleted by the user.

The policy addresses the following types of social media channels.

- External Company Channels – Company-branded external social media channels that share information and engage in conversation on behalf of the company. The channels are owned and managed by the company.
- External Individual Channels – Non-company branded external social media channels used by employees to share information about their individual business knowledge, experience and insights, and promote their individual hobbies and interests. Employees are solely responsible for content posted on their channels. These channels are owned

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and managed by individual employees.

- Internal Social Media Channels – Company or individual social activities on Johnson Controls internal collaboration platforms e.g. SharePoint
- Business to Business Channel – Company-branded external social media channels that share information with specific companies and engage in conversation on behalf of the company. The channels are owned and managed by the company.
- Third party sites – Non-company branded forums or online communities where conversations about the company or its brands are discussed.

Social media usage – all channels

- Employees can engage in reasonable personal use of social media during working hours. "Reasonable personal use" is use which does not interfere with business or professional responsibilities.
- Employees can use Johnson Controls computer equipment and/or mobile devices to access personal social media channels for reasonable personal use.
- Employees should follow the [Acceptable Use Policy](#) for guidance on non-work related use of Johnson Controls computer equipment for individual social media channels.
- Employees engaging in social media must adhere to the Johnson Controls [Ethics Policy](#) and the Johnson Controls [Disclosure Policy](#).
- Employees engaging in external social media must not disclose confidential financial data or other non-public proprietary company information regarding Johnson Controls or its affiliated entities and/or their businesses.
- Employees engaging in social media must adhere to copyright and other intellectual property laws and fair use of copyrighted material owned by others - including Johnson Controls copyrights and brands.
- When posting information and/or comments relating to Johnson Controls, its business units or brands on an external social media channel, employees must follow the policies outlined below for these types of social media channels.
- Johnson Controls may regularly monitor external social media sites for the use of the Johnson Controls name and related content.
- Internal social media channels to communicate to, and with, other employees carries the same legal liability as any other electronic message system.
- Employees participating in social media are subject to applicable regulations and laws in their country, including but not limited to applicable intellectual property and data privacy laws, and it is their responsibility to comply with such regulations and laws.

Social media usage – Company channels

- Johnson Controls provides official training for employees engaging in social media

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on behalf of the company, its business units or brands. Employees who have received this formal training are known as a 'community manager' and are permitted to use official social media channels. Johnson Controls also provides guidelines for community managers engaging in social media on behalf of the company, its business units or brands.

- The Director, Social Media must provide advance approval of any employee who is designated to become a 'community manager' and use company channels to advance information on behalf of the company or oversee company sponsored official social media channels.
- Approved community managers for social media are authorized to do the following within the scope of their position:
 - Contact bloggers to promote and share approved information, images and videos about Johnson Controls and its activities.
 - Engage in discussions in wikis, based on the rules of those online communities, to support the flow of accurate information online.
 - Post Johnson Controls videos, images and information.
 - Respond to comments and questions regarding Johnson Controls products and services.
 - Create content in support of business and company goals and values in keeping with the goals of the social media channel.
 - Correct information on social media channels and respond to inquiries on behalf of the company (e.g. product information and services).
 - Set up company channels per the channel architecture
- When posting information and/or comments on an official company social media channel community managers must:
 - Identify themselves by name and role at Johnson Controls including business unit and/or brand.
 - Identify themselves as officially representing the viewpoint of Johnson Controls.
 - Rectify any mistakes as soon as possible.
- Community managers engaging in social media activities are responsible for developing accurate and effective content, securing appropriate internal and legal approval on content, being timely in responses and correcting errors when they see them on social channels.
- When using social media, community managers should contact the Director, Social Media if in any doubt about what they are posting.
- Community managers must provide the login details to all company social media channels to the Director, Social Media.

Social media usage – establishing new external company channels

- Only approved community managers are permitted to establish new company social media sites or channels.
- Community managers who wish to establish a new official Johnson Controls social media site or channel, internal or external, must have prior authorization from the Director, Social Media. The new channel must align with the [Social Channel Architecture](#). When requesting a new official social media channel, the community manager must submit a plan outlining the reason for the establishment of the social media channel and the company and/or business goals that it supports. Log-in information must be provided to a member of the enterprise social media team once it is established.

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Social media usage – closing external Company channels

- Company social media sites or channels that have been inactive for six months will be reviewed by a member of the Social Media Team. If deemed unnecessary, the owner of the site will be asked to close or remove the channel.

Social media usage – individual external channels

- All employees are allowed to create social media sites to showcase their individual knowledge and expertise, experience and insights, and promote their individual hobbies and interests.
- Access to these channels using company computer equipment is subject to Johnson Controls [Acceptable Use Policy](#).
- If posting content or views about Johnson Controls, its business units or brands on their individual channels, employees must identify themselves as a Johnson Controls employee and state that they do not necessarily represent the views of the company.
- Employees should respect the laws regarding copyrights and trademarks and other intellectual property laws. Employees should not infringe on Johnson Controls logo or other company asset, such as images, videos or diagrams, and other confidential, non-public proprietary company documents.
- Confidential, non-public proprietary internal content (myJCI, broadcast emails, etc.) is not to be shared externally.
- External content can be shared as originally posted (i.e. retweeted) that has been previously posted by authorized sources.
- Recommendations by employees on social networks, for employment purposes or preferences on networks such as LinkedIn, are considered personal statements and not official statements by the company.
- The new channel must align with the [Social Channel Architecture](#).

Social media usage – internal channels

- Johnson Controls employees are encouraged to collaborate on internal social media channels for business purposes.
- When using internal social media channels, employees must adhere to the Johnson Controls Internal Social Media Guidelines, [Ethics Policy](#), [Disclosure Policy](#) and [Acceptable Use Policy](#).
- By uploading photographs to internal social media channels, employees are providing consent for Johnson Controls to use that photograph in accordance with the [Employee Personal Information Privacy Notice](#).
- Employees using internal social media channels must ensure information is appropriately labeled, handled and controlled according to Johnson Controls Information Classification Protection Standard.
- Employees who want to start a new internal social media channel or activity must follow the process set out by the [Johnson Controls Enterprise 2.0 Productivity Services team](#).

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- Johnson Controls may monitor internal social media activities and remove any content which is deemed inappropriate.
- Employees should use the [Ethics Hotline](#) to report any internal social media activity or behavior which they feel is inappropriate.

Social media usage – partner/vendor channels

- Johnson Controls employees can use approved B2B social media channels such as Yammer, Chatter or SharePoint Partner Sites for business purposes.
- When using B2B social media channels such as Yammer or SharePoint Partner Sites, employees must adhere to the Johnson Controls [Ethics Policy](#), [Disclosure Policy](#) and [Acceptable Use Policy](#).
- By uploading photographs to B2B social media channels, employees are providing consent for Johnson Controls to use that photograph in accordance with the Employee Personal Information Privacy Notice.
- Employees using B2B social media channels must ensure information is appropriately labeled, handled and controlled according to Johnson Controls Information Classification Protection Standard with added rigor to ensure other our Partners content is separate and secure where necessary.
- Employees who want to start a new B2B social media channel or activity must follow the process set out by the Johnson Controls Enterprise 2.0 Productivity Services team).
- Johnson Controls may monitor B2B social media activities and remove any content which is deemed inappropriate.
- Employees should use the [Ethics Hotline](#) to report any internal social media activity or behavior which they feel is inappropriate.

5.7 Crisis Communication

In the event of a crisis situation, designated site/function leaders should adhere to actions specified in their respective business unit Crisis Management Plan. If no business unit Crisis Management Plan is available, leaders should contact the Vice President, Communications or Director, Global Media Relations.

Before communicating any information internally or externally, leaders must contact their local business unit Communication professional, Vice President, Communications or Director, Global Media Relations.

In addition, the Crisis Hotline should be contacted immediately, at 1-866-444-1414 (U.S and Canada) or 1-414-524-7840 (International collect).

5.8 Requests for Testimonials

Johnson Controls often receives requests for testimonials from suppliers and partners who provide products or services to the company. All testimonials must comply with the

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following conditions:

- Testimonials can be supplied for products and services that have been in use for a minimum of one year.
- Testimonials can include only: factual statements about the product in use (“We use product X to handle operation Y and operation Z.”); and factual results in relative terms (“Product X saved us 20%”).
- In no case should a testimonial imply that the company would not use a competitive product. Testimonials should not indicate a personal level of satisfaction or happiness (e.g., “I love Company X.”)
- All testimonials must be reviewed and approved by the corporate Vice President, Communications or Vice President, Communications of business unit, who should ensure that the product-in-use and result statements, if any, are vetted by appropriate internal subject matter experts and that provision of the testimonial will not result in a customer conflict.
- Testimonials should be provided only to organizations that apply the same world-class standards for ethics and behavior that Johnson Controls does. Johnson Controls will not provide testimonials to companies that have been accused of improprieties in business operations or ethical violation.
- Requests for Johnson Controls or a business unit to be included in advertisements to support or endorse activities outside the company must be approved in advance by the Chief Marketing Officer.
- Suppliers and partners to Johnson Controls often request the issuance of a press release announcing their relationship with the company. All requests for press releases should be submitted to the corporate Vice President, Communications for written approval prior to agreeing to a press release.
- Johnson Controls employees should not sign contracts agreeing to the issuance of a press release or testimonials prior to receiving written approval by the appropriate aforementioned parties.
- Testimonial guidelines apply to any requests for telephone references from suppliers, vendors or partners.

5.9 Speeches and Presentations

Representatives of Johnson Controls regularly speak, sit on discussion panels or participate in conferences. In instances where there is a possibility of information getting out into the public domain, representatives of Johnson Controls must comply with the following conditions:

- All speeches and presentations must follow all relevant Johnson Controls policies including the company’s Disclosure, Ethics and Human Resources policies.
- Employees speaking on behalf of a business unit must get authorization from the Vice President, Communications or Director, Global Media Relations of the respective business unit.
- Speakers should clearly distinguish between when they are representing the views of Johnson Controls and their own personal viewpoints.

Johnson Controls Communication Policy

- Business unit presentations should follow the guidelines established by the business for activities including sales presentations, marketing activities and other public forums.
- Johnson Controls key messages, found in the [Enterprise Presentation](#), must be appropriately applied to verbal and written expressions of the company, both internally and externally. No other descriptors should be used or created without prior approval from Corporate Communications.

5.10 Contractual Arrangements

- All contracts with vendors providing communication-related services will be reviewed in advance by a Communications professional, Indirect Procurement and the Legal department prior to signing.
- Individuals signing a contract must be authorized to sign for the total value of the contract (e.g. the annual dollar amount) at the appropriate approval level and in alignment with the [Expenditures Policies](#).
- Relationships with vendors and suppliers must be professional and courteous.
- Vendors and suppliers will be monitored on an ongoing basis to ensure that performance standards and criteria are met.
- Any commercial relationship expected to exceed \$100,000 in annual spend is to be reviewed with Indirect Purchasing prior to commencement of relationship.
 - Non-IT consulting services relationships will be governed by Corporate Accounting and Financial Procedure #40-70; “Managing Non-IT External Consulting Expenses (November 2014).”
- The Chief Marketing Officer must agree to any supplier contracts or inferred agreement in parts of the business that references the use of the Johnson Controls name.

5.11 Approvals of Communication Materials

- Approval of materials within the business units such as videos, brochures, online campaigns, etc., must follow established processes within the business units.
- No Johnson Controls procured photography or video, featuring any internal or external stakeholder, may be used outside of the company without each individual's completion of a model release form.
- All materials used for Human Resources recruiting activities, including campus events, information sheets and presentations should have prior approval by one of the following:
 - Corporate – Chief Marketing Officer or designee
 - Business unit – Vice President, Communications of the business unit



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ENTERPRISE COMMUNICATIONS LEADERSHIP TEAM: CONTACT INFORMATION				
Name	Business Title	Work #	Cell # (work)	email address
Kim Metcalf-Kupres	Vice President and Chief Marketing Officer	+1 414-524-2264	+1 262-853-4657	Kim.metcalf-kupres@jci.com
Rebecca Fitzgerald	Vice President, Communications	+1 414 524 2945	+1 414 418 4450	Rebecca.K.Fitzgerald@jci.com
Don Polite	Vice President, Brand and Corporate Marketing	+1414 524 5688	+1 262 422 2190	Donald.H.Polite@jci.com
Fei Che	Vice President, Communications APAC	+86 21 2285 6526	+862122856526	fei.che@jci.com
Kathryn A Campbell	Vice President, Communications, Government and Environmental Affairs, Power Solutions	+1 414 524 2085		kathryn.a.campbell@jci.com
Ingild Van Lysebetten	Communications Director, EMEA, LA	+32 2 709 44 81	+3227094481	ingvild.van.lysebetten@jci.com



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EXHIBIT I

Sample Media Relations Inquiry Form

Date:

Business unit:

Name of Publication:

Submitted by:

Name of Reporter:

Title:

Contact Information for Reporter:

Deadline:

Nature of Inquiry:

Background of Story:

Questions from Reporter:

Other Companies Being Profiled in the Story:

Recommended Spokesperson for Johnson Controls for this Inquiry:

Recommendation:



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EXHIBIT II - TIER 1 MEDIA

UNITED STATES TIER 1 MEDIA

WIRES:

AP
DOW JONES
REUTERS
BLOOMBERG

DAILIES:

WSJ
NY TIMES
WASHINGTON POST
USA TODAY
FINANCIAL TIMES
INVESTORS' BUSINESS DAILY
TOP 25 DAILIES
MILWAUKEE JOURNAL SENTINEL

BUSINESS PUBS:

BLOOMBERG BUSINESSWEEK
FORTUNE
FORBES
BARRON'S
INSTITUTIONAL INVESTOR
INVESTORS' BUSINESS DAILY
FAST COMPANY
CHIEF EXECUTIVE
HARVARD BUSINESS REVIEW
CFO
CIO
THE ECONOMIST
BLOOMBERG MARKETS
SMARTMONEY
WIRED

NEWSWEEKLIES:

TIME
NEWSWEEK
US NEWS & WORLD REPORT

BROADCAST:

CNBC
CNN
CNN MONEY
FOX BUSINESS NEWS
NIGHTLY BUSINESS REPORT-PBS
BLOOMBERG TV
ABC
CBS
NBC
NPR

ONLINE:

FORBES.COM
BUSINESSWEEK ONLINE
BARRON'S ONLINE
THESTREET.COM
WSJ.COM
NY TIMES.COM
CNBC.COM
CNN.COM
FOX.COM
MARKETWATCH.COM
HUFFINGTON POST
SLATE.COM

AUTOMOTIVE MEDIA

AUTOMOTIVE NEWS

GREEN MEDIA:

CLIMATE WIRE
GREEN WIRE/CLIMATE WIRE
E&E TV
GREENBIZ.COM

DC MEDIA:

POLITICO
ROLL CALL
THE HILL
FEDERAL TIMES

EUROPEAN TIER 1 MEDIA

UK MEDIA

BBC/ BBC Online
BBC Environment Blog
BBC News
BBC News Channel
Bloomberg
CNBC Europe
CNN International
Daily Mail
Daily Telegraph
Dow Jones/the Wall Street Journal
London Evening Standard
Financial Times
International Herald Tribune
Reuters
The Guardian
The Independent
The Times/ Sunday Times
Wall Street Journal Europe

ITALY

La Repubblica
Il Corriere della Sera
Il Messaggero
Il Fatto Quotidiano
Il Sole 24 ore
La Stampa
L'Unità
Il Manifesto
La Nazione
Il Giornale

GERMAN MEDIA

Der Spiegel
Die Welt
DPA German Press Agency
Focus
Frankfurter Allgemeine Sonntagszeitung
F.A.S.
Frankfurter Allgemeine Zeitung F.A.Z.
Handelsblatt
Süddeutsche Zeitung
VDI Nachrichten
Wirtschaftswoche

TV-STATIONS

n-tv
N24

- ARD
- ZDF

PRINT AND THEIR RESPECTIVE ONLINE PORTALS

Automobilwoche
Manager Magazin
Die Zeit

ONLINE

Wall Street Online

- Spiegel Online

PRESS AGENCY

DPA German Press Agency

EUROPEAN TIER 1 MEDIA

CZECH REPUBLIC

Hospadarske Noviny
Pravo
Lidove Noviny
Denik Zapadni Lechy
Ekonom
Euro
Osobni Finance
Profit

FRANCE

AFP Agence France Press
Le Monde
Le Figaro
Les Echos
Capital
Le Nouvel Economiste
Noevel Observateur
Le Point
L' Express

SPAIN

El Pais
ABC
La Vanguardia
La Razon
Expansion
Cinco Dias
El Economista
El Mundo
Actualidad Economica
Capital

RUSSIA

Kommersant Vedomost RBC
Rossiyskaya gazeta Komsomolskaya Pravda (KP)
Moskovskiy komsomolets (MK) Argumenti I Facti
(AIF) Izvestia
Gazeta.ru
Lenta.ru
Newsru.com
Vesti.ru

MIDDLE EAST

Al-jazeera TV

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CHINA TIER 1 MEDIA

No.	City	Category	Media Name
北京/上海/ 广州 Beijing/Shanghai/Guangzhou			
1	外电	商业财经	财富
	Foreign	Business	Fortune
2	外电	商业财经	福布斯
	Foreign	Business	Forbes
3	外电	商业财经	商业周刊
	Foreign	Business	Business Week
4	外电	商业财经	华尔街日报
	Foreign	Business	The Wall Street Journal
5	外电	商业财经	路透社
	Foreign	Business	Reuters
6	外电	商业财经	彭博资讯
	Foreign	Business	Bloomberg
7	外电	商业财经	美联社
	Foreign	Business	Associated Press
8	外电	商业财经	金融时报
	Foreign	Business	Financial Times
9	北京	政府	人民日报
	Beijing	Government	People's Daily
10	北京	政府	光明日报
	Beijing	Government	Guangming Daily
11	北京	政府	经济日报
	Beijing	Government	Economic Daily
12	北京	政府	新华通讯社
	Beijing	Government	Xinhua News Agency
13	北京	政府	科技日报
	Beijing	Government	Science and Technology Daily
14	北京	大众	北京青年报
	Beijing	Mass	Beijing Youth Daily
15	北京	大众	京华时报
	Beijing	Mass	Beijing Times
16	北京	商业财经	财经
	Beijing	Business	Caijing Magazine
17	北京	商业财经	商业价值
	Beijing	Business	Business Value
18	北京	商业财经	财新《新世纪》
	Beijing	Business	CaiXin
19	北京	商业财经	中国企业家
	Beijing	Business	China Entrepreneur
20	北京	商业财经	商学院
	Beijing	Business	Business Management Review
21	北京	商业财经	中国日报



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	Beijing	Business	China Daily
22	北京	商业财经	第一财经周刊
	Beijing	Business	CBN Weekly
23	北京	商业财经	第一财经日报
	Beijing	Business	China Business News
24	北京	商业财经	21 世纪经济报道
	Beijing	Business	21 st Century Herald
25	北京	商业财经	21 世纪商业评论
	Beijing	Business	21 st Century Business Review
26	北京	商业财经	经济观察报
	Beijing	Business	The Economic Observer
27	北京	商业财经	中国经营报
	Beijing	Business	China Business Journal
28	北京	商业财经	中央电视台
	Beijing	Business	CCTV
29	北京	商业财经	北京电视台
	Beijing	Business	BTV
30	北京	商业财经	新华网
	Beijing	Business	Xinhuanews
31	北京	商业财经	中国新闻网
	Beijing	Business	Chinanews
32	北京	网络	人民网
	Beijing	Web	People.com.cn
33	北京	网络	新浪
	Beijing	Web	Sina
34	北京	网络	搜狐
	Beijing	Web	Sohu
35	北京	网络	网易
	Beijing	Web	163
36	北京	网络	腾讯
	Beijing	Web	QQ
37	北京	网络	凤凰
	Beijing	Web	Ifeng
38	上海	大众	解放日报
	Shanghai	Mass	Jiefang Daily
39	上海	大众	新民晚报
	Shanghai	Mass	Xin Min Evening News
40	上海	大众	东方早报
	Shanghai	Mass	Oriental Morning Post
41	上海	财经	上海日报
	Shanghai	Business	Shanghai Daily
42	上海	电视	东方卫视
	Shanghai	TV	Dragon TV
43	上海	电视	第一财经频道
	Shanghai	TV	CBN
44	广州	政府	广州日报



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	Guangzhou	Government	Guangzhou Daily
45	广州	政府	南方日报
	Guangzhou	Government	Nanfang Daily
46	广州	大众	南方都市报
	Guangzhou	Mass	Southern Metropolis Daily
47	广州	大众	新快报
	Guangzhou	Mass	Xin Kuai Bao
48	上海	网络	汽車新聞·中國
	Shanghai	Web	Automotive News China

OTHER ASIA MEDIA

INDONESIA

RCTI
Compass

PHILIPPINES

ABS
CBN
GMA
Philippines Inquirer
Manila Bulletin

VIETNAM

HVT 7
HVT 9
VTV 3
Tuoi Tre
The Thao
An Ninh

JAPAN

Jiji Press
Kyodo
Reuters
AFP
Bloomberg
Nikkei
Asahi
Yomiuri
Mainichi
Japan Times
President
Economist
TOYO Keizai
Diamond
Nikkei.com
News2u.net



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EXHIBIT III – Model Release form. Translated versions are available on the online brand center.

USE OF PHOTOGRAPHIC LIKENESS RELEASE



In exchange for consideration received, I hereby give permission to Johnson Controls, Inc., its agents and assigns (“JCI”) to use my name and photographic likeness in all forms and media for advertising, trade, and any other lawful purposes. I release JCI from any liability resulting from any intentional or unintentional blurring, distortion, alteration, optical illusion, or use in composite form that occurs in the recording process, or any unintentional misspellings or inaccuracies. I waive any right that I may have to inspect or approve the finished recording.

Print Name: _____

Signature: _____

Date: _____

If subject is under 18:

I am the parent/legal guardian of the individual named above. I have read this release and approve of its terms.

Print Name: _____

Signature: _____

Date: _____