

## BRAND PROTECTION POLICY



With rare exception, Duke Energy does not allow suppliers, other entities or individuals to use the company's name, logo or brand for any purpose in media relations, marketing or advertising activities.

- **Supplier Agreements** – Duke Energy's agreements with its suppliers prohibit the use of Duke Energy's name in any press release, media statement or any other method of public communication. Suppliers are also prohibited from using the name and/or logo of Duke Energy or any of its subsidiaries and affiliates. Any exception to this supplier policy must be approved by the Chief Procurement Officer and the Chief Communications Officer or their designees.
- **News Releases** – As stated above, Duke Energy does not allow its suppliers to issue news releases about the suppliers' work with Duke Energy. However, if a Duke Energy business unit senior executive – in consultation with Duke Energy's Chief Procurement Officer (or his/her designee) and Duke Energy's Chief Communications SVP (or his/her designee) – determines it is in Duke Energy's strategic best interests to issue a news release, the news release will be drafted and issued to the media by the appropriate Duke Energy Corporate Communications subject-matter expert in consultation with the supplier.

Only in very rare exceptions will joint press releases be allowed. Duke Energy Media Relations will also be the lead in pitching the release to the media and related followup – not the supplier. (This leverages our reporter relationships and provides some control over expected coverage.)

- **Media Interviews** – Duke Energy does not allow its suppliers to conduct media interviews about the suppliers' work with Duke Energy without prior approval from the appropriate Duke Energy Corporate Communications subject-matter expert.
- **Marketing Materials** – Duke Energy does not allow its suppliers to produce or distribute marketing materials that mention the suppliers' work with Duke Energy without prior approval from Duke Energy's Marketing Communications Director (or his/her designee).
- **Logo Usage** – Duke Energy does not allow its suppliers to use the Duke Energy logo, in any manner, without prior approval from Duke Energy's Marketing Communications Director (or his/her designee).

In recognition of Duke Energy's effort to bring new energy technologies to market, there will be special consideration to work with selected suppliers of new technologies. The approach will be highly selective and will generally involve news interviews with a specific supplier only after the technology has been piloted and proven and there is strategic value to Duke Energy. This approach is also in the supplier's best interest.

Duke Energy will be the lead in drafting and issuing any news release. These cases must be approved in advance by the senior business leader requesting the public release, Chief Communications Officer or their designee, and other appropriate internal stakeholders to ensure the appropriate regulatory and operational considerations are included in the decision.