



# **TIM GROUP'S RELATIONSHIPS WITH MEDIA**

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## **Premise**

TIM Group is committed to working proactively with the Media in order to achieve satisfactory and long lasting relationships. Openness, transparency and cooperation are the basic tenets of any form of engagement held between TIM Group and the Media.

## **Relation with the Press**

Relations are held with all who report news via newspapers, magazines, radio, television and the web. Official social media sites may be developed in an effort to provide detailed and personalized information on specific programs and activities and to foster interaction among interested parties. Where provided by current regulations, the financial markets and their supervisory bodies are also involved in communication activities.

The Press Office has the responsibility of engaging with the national and international press. A team of people working within the Press Office has the specific responsibility of dealing with the local press.

The Press Office, both at the central and at the local level:

- writes and distributes press notes and releases,
- organizes interviews, press conferences and meetings,
- maintains direct relations with individual journalists.

Communication with the media takes place both on a spontaneous and proactive basis, and in response to the specific requests of journalists. Topics and priorities are chosen either on the basis of what the Company needs to communicate, or on the basis of the press feedback.

All the Press Office activities are based on:

- a map of key contacts with whom ongoing relationships are established;
- mailing lists, which are used for announcing public meetings, PR events, presentations of products and services.

Both the map and the list are based on a careful analysis of the entire Italian and international media sector.

The results of the activities of the Press Office are periodically monitored by independent research institutes.

## **Relation with New Media**

Relations with new Media are held via the Company's web sites and social networks.

Through a number of focus groups, surveys and analyses, the company monitors the use of new media by its stakeholders as well as their expectations. A number of tools tailored to speak to each group of homogeneous stakeholders are developed in accordance with the results of the monitoring activities. Systematic perception surveys, held on large samples of the population, provide the company with feedback from such stakeholder, so as to fine tune the engagement tools.

## **Rules applicable to all relations with the Media**

All relations with the media strictly comply with the Group's specific procedures for the administration and communication of information and privileged data; these are applicable to the internal management of documents as well as to external communication and information regarding the company. Such procedures prescribe the ways in which communication of price sensitive information to the market should be carried out, the procedure is available at:

<https://www.gruppotim.it/en/group/governance/the-system/procedures.html>

The behaviour of TIM Group's Press Office staff complies with the Group's Code of Ethics, the Policy on Bribery and Corruption as well as all other relevant ruling policies and norms.

## **Contacts and Reports**

The Press Office is available at:

<https://www.gruppotim.it/en/footer/contacts.html#press>

Reports or complaints can be delivered either directly to the Press Office or to the Company's governing bodies by following the steps described at:

<https://www.gruppotim.it/en/sustainability/business-fundamentals/codes-policies/reports-penalties.html>