

The background of the entire page is a dark navy blue. It is populated with numerous 3D geometric shapes, including spheres, cubes, pyramids, and triangular prisms. These shapes are rendered in two primary colors: a vibrant cyan blue and a rich magenta purple. They are scattered across the frame, with some appearing larger and more prominent in the foreground, while others are smaller and recede into the background, creating a sense of depth and dynamic movement. The lighting on the shapes gives them a glossy, slightly translucent appearance.

Leading a future of connection and illumination

Social Media Policy

Brambles

Revised: 1 July 2026

Brambles' Social Media Policy

Introduction and purpose

Brambles recognises the role of social media and its growing importance as a tool for engagement with stakeholders and communication of the brand to an external audience. This policy is designed to protect the interests of the company, its employees, customers and suppliers, and to ensure references to Brambles and subsidiaries do not breach confidentiality requirements.

Application and scope

This policy applies to all employees and contractors across Brambles and its subsidiary companies including CHEP.

It does not apply to:

- Employees' use of personal social media where the individual cannot be identified as a Brambles or CHEP employee and where content does not relate to work matters. **However**, this exception will not apply where an employee's conduct—whether or not Brambles is identified—could reasonably be expected to:
 - result in material harm to Brambles' reputation or business interests; or
 - violate applicable law or Brambles' policies, including those relating to anti-discrimination, harassment, or workplace conduct. This includes, but is not limited to, engagement in hate speech, threats of violence, or other forms of grossly inappropriate or unlawful behaviour.
- Administrators of Brambles and CHEP social media platforms who are authorised to engage on behalf of the company.

Social media covers all online platforms that allow for user participation, interaction or publishing. Commonly used platforms include:

- Networking sites (LinkedIn, Facebook);
- Content channels (Instagram, Tik Tok, YouTube, X - formerly Twitter); and
- Forums and discussion boards (Reddit, Whirlpool).

Official accounts for Brambles and CHEP

- LinkedIn: [Brambles](#) | [CHEP](#)
- X (formerly Twitter): [@BramblesLimited](#) | [@CHEP](#)
- Facebook: [CHEP](#)
- Instagram: [chep_global](#)
- YouTube: [CHEP](#)

Social media usage

There is no business requirement for employees to maintain an individual social media presence for work purposes. Employees who are active on professional networking sites (e.g. LinkedIn) should refer to *Brambles' Social Media Guidance*, which provides advice on how best to utilise the tool.

Professional use as industry or subject matter expertise

Employees posting or contributing to content online (whether via a post, article, video or thread) related to their professional expertise or industry knowledge, should take care to:

- Include a disclaimer, clearly stating that their personal views and opinions do not represent the company's position
- Avoid sharing any details about ongoing projects or proprietary technologies within the business

Professional use when discussing CHEP or Brambles

The safest way to share information about our company is by linking to content from official Brambles and CHEP sources e.g. corporate website, official social media accounts, authorised publications, assets created by Corporate Communications or Group Brand.

If you are unsure whether your post is permissible, please contact your Corporate Communications team.

Personal use

On personal social media sites and platforms, employees should avoid identifying themselves as Brambles or CHEP employees, which may attach higher levels of scrutiny to their posts and comments. Employees should be mindful that, even in a personal capacity, their conduct may become associated with Brambles or CHEP through public identification, third-party attribution, or other means beyond the employee's control.

Rules of engagement

All social media use, whether for professional or personal, must comply with:

- Brambles' Code of Conduct, including:
 - Anti-Bribery and Corruption Policy;
 - Continuous Disclosure and Communications Policy;
 - Gifts and Hospitality Policy;
 - Health and Safety Policy; and
- All relevant and applicable laws in your jurisdiction.

Branding

The visual brand is a vital and highly recognisable part of Brambles' corporate identity and must be treated with care. Do not use corporate logos or images of company assets, worksites, offices or people in your posts, except those specifically created for employee use by Group or Regional Communications and Marketing teams. Only Group Brand and Communications have authority to create new company branded social media accounts, online groups or profiles.

Confidentiality

Employees are expected to guard the confidentiality of proprietary and sensitive information. Information is considered confidential if it cannot be obtained in the public domain e.g. sales strategy, product development, projects or customer trials. Employees must not share any information about a customer, supplier or another employee that has not been publicly disclosed or without their consent.

Financial disclosure

As a publicly listed company, employees must not post about pricing, financial or operational information, internal reports or other internal business-related confidential communications. Details are outlined in the *Continuous Disclosure Policy*.

Respect and integrity

Employees of Brambles are expected to maintain respectful and professional behaviour in online interactions at all times. Acts of harassment, hate speech and discrimination are unacceptable and will not be tolerated. This includes any content designed to deliberately harm someone's reputation or that contributes to a hostile environment based on race, gender, disability, religion, age, or any status protected by law.

Transparency

Identify yourself as an employee any time you link to company information (website, media release, social media post) from your blog, website or other social networking site. If Brambles (or one of its subsidiary companies) is a subject of the content you are creating, be clear and open about the fact that you are an employee and that your views do not represent those of Brambles or its subsidiaries.

Workplace use

Limit your use of social media during work hours or on company equipment, unless it is work-related as authorised by your manager. Do not use company email addresses to register on social networks, blogs or other online tools utilised for personal use.

Examples of good practice for social media use

- Following company pages and engaging with your network by sharing posts and offering curated commentary
- Treating company, colleague, customer, and supplier information with sensitivity and confidentiality
- Clarifying that comments and views are your own personal opinions, and not representative of your employer
- Maintaining an appropriate level of security on your personal social media pages

Examples of potential policy breach

- Responding to criticism or negative comments on official pages as an employee of Brambles or CHEP
- Posting or supporting defamatory content about the company's practices, products, services, customers, employees, suppliers or competitors
- Naming customers, employees or suppliers without explicit and prior authorisation
- Disclosing the details of an agreement, project or practices beyond publicly available information (e.g. value of a commercial deal, competitor offers, customer feedback)
- Livestreaming or uploading videos or imagery that could be damaging to the company's reputation

Consequences of non-compliance

Failure to comply with the policy or any online conduct that harms the reputation of Brambles or subsidiaries may result in disciplinary action. This may range from a warning up to termination of employment, depending on the severity of the breach. Employees may also be held personally liable for any breaches of law.

Responsibility for the Success of this Policy

The Brambles Board of Directors has overall responsibility for this Policy.

The Chief Communications Officer or their designee has day-to-day operational responsibility for this Policy. The Chief Communications Officer or their designee will review this Policy to assess effectiveness and incorporate lessons learned not less than once each year.

This Policy does not form part of any employee's contract and may be amended from time to time. Employees are invited to comment and suggest improvements; comments should be addressed to the Chief Communications Officer.