

## Social Web Code of Conduct

We see the Social Web as an opportunity to forge and maintain closer, more personal relationships with customers, colleagues and the rest of the world. We also see ourselves, the Scout24 Group, as a part of the Social Web. Our Social Web Code of Conduct defines the principles of behaviour for Scout24 and our employees within the Social Web sphere. It serves as orientation for our employees and also enables interested parties to gain an impression of how we see the Social Web and how we behave within its boundaries.

**>> Transparency & Identity:** Be open, use your real name and say that you work for Scout24. If you have a self-serving interest in a specific subject, mention it yourself before someone else does. Create your digital identity deliberately and handle your reputation with care – remember that, as an employee of Scout24, your reputation is closely linked to that of Scout24. Be conscious of the fact that published content will be always be present and traceable in the Internet. You should therefore make sure that your private sphere is protected in the Internet. Make use of the privacy setting options in social networks and do not post any content you would not want to see on the front page of a daily newspaper.

**>> Honesty:** Always stick to the truth, do not distort facts and do not tell lies. This applies in particular with regard to competitors and customers. Honesty creates trust. It is the basis for long-term success.

**>> Respect:** Express yourself respectfully when writing. Do not become offensive and do not promulgate spam! Always be polite and constructive. You do not have to respond to every criticism and snide remark. However, if you do discover a factual negative comment about Scout24, offer assistance or contact a colleague or department who can help you deal with the issue. Never be rude, even when the discussion gets hot!

**>> Trustworthiness:** As an employee of Scout24 you have access to sensitive internal data. Treat it confidentially! If you are uncertain whether or not a piece of information meets this criterion, simply ask someone who knows. Before publishing any content check once again whether you can put your name to everything that is written and whether it is in compliance with our Social Web Code of Conduct. If you should perceive even the slightest doubt, take a few moments to find out what it is that is bothering you. In case of doubt speak with colleagues or your superior – a second opinion is always helpful and creates greater security for you.

>> **Authenticity:** You are always a person in the Social Web. Be yourself and do not try to be something or someone you are not! It will only have negative repercussions.

>> **Dialog:** The Social Web is not a one-way street. It is all about dialog. Get involved in online discussions on subjects that are important to you and us. Always try to add value to a discussion. Your ability to listen to others is especially important! Take the concerns of other users seriously and respond to them accordingly.

>> **Relationships:** Whether customer, colleague or neighbour: always try to form positive, productive relationships. Write about matters of interest and show respect for the readership. Personal impressions can strengthen a relationship.