



MEDIA RELATIONS POLICY

Subject: Trupanion Media Relations Policy
From: Trupanion Corporate Communications
Date: August, 8, 2023

Introduction

This Media Relations Policy outlines the guidelines and procedures to be followed by Trupanion and Trupanion team members when interacting with members of the media.

The purpose of this policy is to ensure accurate, consistent, and effective communication with media representatives. All Trupanion team members, contractors, and authorized spokespersons must adhere to this policy when engaging with the media on behalf of Trupanion.

Media Contact

1.1. All media inquiries should be directed to the designated media relations contact person at Trupanion.

For media inquiries, please contact:

Trupanion Corporate Communications
corporate.communications@trupanion.com

For investor inquiries, please contact:

Trupanion Investor Relations
investor.relations@trupanion.com

For social media inquiries, including brand and influencer partnerships, please contact:

Trupanion Social Media
socialmedia@trupanion.com

Authorized Spokespersons

2.1. Only designated individuals from Trupanion Corporate Communications may act as official spokespersons in interactions with the media.

2.2. All team members, contractors, and representatives of Trupanion should refer all media inquiries to Corporate Communications and inform Corporate Communications immediately if contacted by members of the media.

2.3. Unauthorized individuals may not speak to the media on behalf of Trupanion, or comment on matters related to the company, under any circumstances without prior approval.

2.4. Unless granted written approval by an official Trupanion spokesperson, statements and other material information obtained from individuals not authorized to speak on Trupanion's behalf are not permitted for use in external media outlets or publications, and do not reflect the official position of the organization.

Media Statements and Interviews

3.1. All media statements, interviews, and press releases must be approved by Trupanion Corporate Communications or authorized spokespersons before release.

3.2. In the event of a media inquiry, team members should direct the media inquiry to Corporate Communications for appropriate handling, without exception.

3.3. Team members, contractors, and representatives must not make statements or engage in interviews without prior authorization, as this may impact the accuracy of Trupanion's messaging.

Crisis Communication

4.1. In the event of a crisis or emergency situation, corporate communications will coordinate media responses and communication.

4.2. Only authorized spokespersons should address the media during a crisis, following the established crisis communication protocols and guidelines.

Social Media and Online Communication

5.1. Only those specifically authorized to do so may speak on behalf of Trupanion through authorized social media channels. Team members must use appropriate disclaimers in social media posts about Trupanion in accordance with signed Trupanion written policies.

5.2. Media-related statements or sensitive information should not be disclosed on personal social media accounts or public platforms without prior approval.

5.3. Trupanion has a dedicated social media team tasked with responding to customer inquiries or criticism. Trupanion's official social media team is responsible for engaging customers through various social media accounts. To avoid confusion, team members should not attempt to respond to customer inquiries or comments directed specifically to

Trupanion or asking for an official Trupanion response on Trupanion's social media sites.

5.4. All team members, contractors, and representatives should be mindful of their online presence and exercise discretion when discussing matters related to Trupanion on social media platforms.

5.5. In any and all interactions Trupanion team members must comply with Trupanion's financial disclosure policy. Team members may not share any confidential or private information about the Trupanion's business operations, results, future-state plans, executives, employees, board members, contractors, partners, products, services, or customers in accordance with Trupanion's Confidential Information Policy.

5.6. Trupanion team members should never provide references or recommendations in a manner that suggests they come from Trupanion on social or professional networking sites, as such references or recommendations can be attributed to Trupanion and create legal liability for employees and Trupanion (such as interference with prospective business contracts and allegations of wrongful termination).

5.7. Online postings may generate media coverage. If a member of the media contacts team members about a Trupanion related posting or requests information of any kind about Trupanion, contact the Corporate Communications team immediately at corporate.communications@trupanion.com

Training and Education

6.1. Trupanion will provide media relations training and education to authorized spokespersons and relevant team members to enhance their understanding of media interactions, crisis communication, and effective messaging.

6.2. Regular updates and refresher training sessions will be conducted to ensure adherence to this Media Relations Policy.

Violations and Consequences

7.1. Failure to comply with this Media Relations Policy may result in disciplinary action, including but not limited to warnings, retraining, suspension, or termination.

7.2. Any violations or concerns regarding media interactions should be reported to Trupanion Corporate Communications or the appropriate authority within Trupanion.

7.3. Trupanion team members, as company insiders, have a duty to maintain the confidentiality of any proprietary, trade secrets, or otherwise

sensitive and material non-public Trupanion business information. Team members sign this written agreement at time of hire and are subject to insider confidentiality agreements while employed and following separation.

Review and Amendments

8.1. This Media Relations Policy will be periodically reviewed to ensure its relevance and effectiveness.

8.2. Amendments to this policy may be made at any time at the discretion of Trupanion to reflect changes in media practices, industry standards, or organizational requirements.

Timeliness or Response

9.1. Trupanion Corporate Communications will review all inbound media requests and determine the level of prioritization to assign each inquiry.

9.2. Trupanion Corporate Communications reserves the right to determine validity of inquiries and whether comments or responses are merited.

9.3. Trupanion Corporate Communications will aspire to respond to inquiries in a timely fashion, adhering to internal policies and protocols around media relations and crisis communication management.

By adhering to this Media Relations Policy, Trupanion aims to maintain positive relationships with the media and ensure accurate communication. This policy serves as a guideline for all interactions with media representatives and should be followed diligently by all members of the organization.

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