



SunExpress

CRISIS COMMUNICATIONS POLICY

The overarching goal of our crisis communications is always to **protect the life, health, image, and brand of SunExpress and to emerge stronger from an incident**. In order to do so, we have to **gain and retain sovereignty of communication** by providing **fast, up-to-date, consistent, and truthful information** to all relevant external and internal stakeholders at all times.

This will position SunExpress as a **credible source of information**, both internally and externally, to enable us to **convey our key messages** as well as demonstrate that we **have control of the situation**.

To succeed, it is of utmost priority to act according to our actions' principles, as defined below.

- **Active and transparent communication:** We inform our employees, customers, and the public in a timely, factual, and consistent manner.
- **One-voice communication:** Our public statements must never contradict one another; Corporate Communications, therefore, has to approve all pieces of information before they are shared with the public.
- **Channeled communication:** Only dedicated spokespersons are allowed and trained to talk to media; all information shared externally must therefore be channeled through them.
- **Precise communication:** All of our information has to be 100% correct and confirmed, we never speculate, and we use clear and concise language. Despite the media's desire for fast information, our requirement for preciseness can never be compromised.
- **No-blame communication:** We never point the finger at or blame third parties.

The rules outlined above provide guidance on our general principles of action that apply to every crisis. Everyone involved in a crisis should be familiar with those rules and strive to follow them.

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Marcus Schnabel
CEO

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Deputy CEO