

ATHLETE CRISIS COMMUNICATION

Crisis situations can come in all shapes and forms and not two are the same. At On, our goal is to help you navigate these challenging moments, alongside managements, agents or PR support that you might already have.

In order for us to work with you (and possible other member of your personal team) seamlessly, please follow these steps:

1. Inform your athlete manager:

If you find yourself in a tricky situation, please always inform your On athlete manager. We can only assess your situation and offer support if we know what is happening.

2. Align on communications:

Once a communications strategy has been defined by you and your team (or developed in cooperation with us), keep your On athlete manager informed.

3. Keep your On athlete manager apprised of changes:

If your situation or communications strategy develops, please let us know.

CRISIS COMMS AND SOCIAL MEDIA

The open nature of social media can sometimes present tricky situations, particularly in crisis situations and with comments from followers. Here are some helpful things to remember:

- **The internet doesn't have a "delete" key.** Anything you share on the internet can take on a life of its own and be hard to remove once it's out there, so please think before you share something, especially when you are in a crisis situation.
- **Consumer banter.** Weigh the pros and cons of engaging in a discussion. Take a beat if you need to, and know that it's OK not to respond. Respect that your fans and followers bring unique opinions and diverse views to the conversation.
- **Be kind, be smart.** Uphold On's values. Remain respectful, open-minded and inclusive with your language. Be cognizant that something acceptable in one market may be inaccurate or offensive in another.

MANAGING CONTROVERSIAL TOPICS - Part 2

We are here to help!

- **Media inquiries.** If a journalist contacts you regarding any aspect of your partnership with On, you can direct them to On's communications team (press@on.com).
- **We can work it out.** Let us handle any complaints or concerns about On or its products. You can direct followers to our [help center](#) or to our official social channels. We can pick up the conversation with that consumer directly from there.
- **We are here for you!** With any question or concern, no matter how small, we are here to help. Reach out to your On Athlete Manager.