



**Policy Name:** Endorsements  
Policy Number: A172  
Policy Owner: Director, Corporate Communications  
Policy Approver: Vice President, Corporate Relations  
Approval Date: June 15, 2013

## **Policy Statement:**

The Endorsement Policy establishes guidelines for managing Endorsement requests and the use of the Nexen brand by third-parties. As a general rule, Nexen does not provide Endorsements related to the performance of any third-party with which Nexen has had, or may have, a working relationship. Any exceptions to this policy must be approved by the Director, Corporate Communications.

### **1. Definitions:**

Nexen (or the Company) – Refers to Nexen Energy ULC and its majority owned subsidiaries and affiliates for which it has managerial responsibility.

Employee – Any regular full-time, part-time, temporary, casual or fixed-term employees of the Company.

Endorsement – A declaration of approval of a company, organization, product or service. An act of Endorsement is a formal, explicit approval or promotional statement.

### **2. Objective:**

The objective of the Endorsement Policy is to ensure Company resources are appropriately used as the actions required to fulfill Endorsement requests may not be an appropriate use of staff time or corporate assets. It also ensures that if exceptions to the policy need to be made, that an appropriate process is in place to ensure the information included in the Endorsement is appropriate for Nexen (ie the facts are correct, it's not material information/and or is appropriate disclosure, the timing of the communications does not negatively impact Nexen, etc).

### **3. Persons Affected:**

This policy applies to Nexen Energy ULC's board of directors, officers and employees.

### **4. Endorsement:**

Endorsements occur when companies and organizations request permission to use the Nexen name or visual identity (logo), Employee names, images/video or quotations in promotional materials. Endorsements typically take the form of letters of support, press releases,

advertisements or web site content relating to services rendered to Nexen. These Endorsements tend to be promotional in tone and are highly subjective.

#### 4.1 Endorsements

Nexen does not generally provide Endorsements. Employees who receive a request to make an Endorsement may deny the request immediately. If extenuating circumstances exist and there is a business reason for providing an Endorsement, this decision needs to be approved by the Director, Corporate Communications.

#### 4.2 Factual References

Factual references to Nexen’s involvement in a business initiative, association or joint venture are not considered Endorsements. For example:

1. Mention of the Nexen name and factual particulars of the work performed or the goods and services provided in a business case study, news release or annual report.
2. To show support for the stated goals, purposes, working objectives or activities of an industry association to which Nexen belongs.
3. Mention of the Nexen name and the factual particulars of involvement in a community-based or Nexen-supported activity or cause.

In order to ensure the communications is appropriate, it is advised that these factual references be reviewed by the Director, Corporate Communications, before they are released to the public.

### 5. Roles and Responsibilities:

The Director, Corporate Communications is responsible for managing the day to day interpretation of this policy and deciding when, and if, extenuating circumstances exist that would support Nexen making an Endorsement. The Director, Corporate Communications may refer decisions to the VP, Corporate Relations who is ultimately accountable for monitoring compliance with this policy. The Director, Corporate Communications is also responsible for ensuring that, when exception occurs and an Endorsement is made, appropriate approvals have been granted before it is released to the public.

### 6. Revision History:

DATE	REVISION #	DESCRIPTION OF CHANGE
June 18, 2013	3 <sup>rd</sup> Revision	- Administrative changes relating to name change to Nexen Energy ULC, board and executive title changes and dissolution of Board Committees where applicable.
June 15, 2013	2 <sup>nd</sup> Revision	- Minor edits as part of annual review process.
March 2012	1 <sup>st</sup> Revision	- Policy re-written to conform to new corporate format and subject matter standards
June 2008	Policy Created	- Recognized need for new policy on this subject