

SODASTREAM INTERNATIONAL LTD.

ONLINE SOCIAL MEDIA POLICY

SODASTREAM TODAY

Every day, thousands of people online discuss, post, watch and interact with the SodaStream brand on an ever-growing number of social networks, blogs, forums, video-sharing sites and other websites. SodaStream understands the vital importance of these activities online and recognizes the need to sometimes participate, interact and engage in the conversations in a meaningful and positive manner.

SodaStream presents this social media policy in order to ensure that our employees participate and engage in the online social media sphere in the best possible way. With this policy, SodaStream aims to meet its goals of effective social media interaction. Any deviation by SodaStream employees from the policy outlined below may trigger disciplinary action.

GENERAL PRINCIPLES

- In general, each and every employee is responsible for his/her actions online. Please exercise careful judgment and common sense when posting anything online and be conscientious when mixing your business and personal lives when using social media.
- Only authorized SodaStream employees may interact online on behalf of SodaStream in social media applications and any other communications online, as they have experience in addressing such commentary. As such, comments to online newspaper articles, blogs, Facebook, Twitter, responses to posts or conversations about SodaStream online shall only be made by designated employees. Please avoid the temptation to react yourself and instead report it to Global Digital Marketing Manager at ItaiB@sodastream.com.
- As personal and business personas may intersect online, should employees find negative or disparaging posts about the SodaStream or its brands, by other companies, organizations or third parties on the internet that are believed to be important, they are welcome to notify the designated social media representatives at SodaStream by, forwarding the questionable link or material to ItaiB@sodastream.com.
- Never disclose non-public or confidential information about SodaStream.
- If you are not sure whether you are an authorized representative, ask your manager before responding.

ONLINE SOCIAL MEDIA POLICY FOR Authorized SODASTREAM EMPLOYEES

For those employees permitted to engage in social media, please keep in mind that you are the online representative of SodaStream. The following points are the cornerstones of SodaStream's social media policy:

1. As a representative of SodaStream, always fully disclose your affiliation with SodaStream.

You are an important ambassador for SodaStream's brands, and you're encouraged to promote them as long as you make sure you disclose that you are affiliated with SodaStream. How you disclose can depend on the platform, but the disclosure should be clear and in proximity to the message itself.

2. Express your ideas and opinion in a respectful manner.

As a SodaStream representative, it is important to be consistent in your communications in a polite, cordial manner, and in good taste. SodaStream will not tolerate discrimination (including age, sex, race, color, creed, religion, ethnicity, sexual orientation, gender identity, national origin, citizenship, disability, or marital status or any other legally recognized protected basis under federal, state, or local laws, regulations or ordinances). Do not use insulting language or bad-mouth competitors. Make sure if you link to other

materials, you have received approval in advance, and that such links relate to the SodaStream values. Linking to other sites may be viewed as an endorsement, so this should only be done in limited circumstances.

3. Strive for the best content and answers

When responding to any particular claims about SodaStream, including range of products, features, performance or pricing, confirm the accuracy of such information prior to posting. Utilize our business affiliates from the relevant markets and existing content from SodaStream websites to respond to customer queries.

4. Protect confidential information

The use of social media online is public, reaches a very wide, diverse audience around the globe and will remain out there indefinitely, even after deleting a post.

What You Should Never Disclose:

- **The Numbers:** Non-public financial or operational information. This includes financial information, strategies, product development, forecasts and most anything with a dollar-figure attached to it. If it's not already public information, it's not your job to make it so.
- **Personal Information:** Never share personal information about our customers or employees of SodaStream unless you have their permission. Always obtain permission before posting pictures of people.
- **Legal Information:** Anything to do with a legal issue, legal case, or attorneys without first checking with Legal Department.
- **Anything that belongs to someone else:** Let them post their own stuff; you stick to posting your own creations. This includes illegal music sharing, copyrighted publications, and all logos or other images that are trademarked by SodaStream.
- **Confidential Information:** Do not publish, post, or release information that is considered confidential or top secret.

5. Time is of the essence

Social media is about communicating in real time. Customers posting a question on social media expect quick, direct answers. A 24-hour response may seem like an eternity. Strive to find the best answers in the shortest possible time and communicate the message in the most coherent manner. A speedy, efficient response can make the difference to convert a sale, satisfy a customer and strengthen the brand.

6. Be cautious of internal safety and external threats.

Social media sites are open to the public, so there is a strong need to protect the information in the best possible way. When using accounts to access social media sites on behalf of SodaStream, log-in and log-out from a secure location is mandatory, as is the use of strong passwords that are periodically changed. Because of the threat of online hacking, which could result in a deceiving the user through phishing sites, at all times be aware of the website listed in the browser and ensure that website security protocols are installed. Do not download or accept any application where you are not familiar with its access settings, or run any unfamiliar executable files on your computer to avoid downloading a virus. In this way, we can better protect SodaStream online accounts.

7. Keep a record of your online postings.

Keep track of any online interactions you may have on behalf of SodaStream. Please remember that your online conversations or postings are SodaStream's postings and will be held to the same legal standards as other media communications.

8. When doubtful, refrain from posting If you are unsure how to respond to a post or if to respond at all, do not post anything and consult another employee at SodaStream, such as another online media designee or the Legal Department. Use common sense.

9. Exercise sound judgment

- Engage and contribute to the community, you do not have to promote SodaStream in every comment or post that you write.
- Use common sense as a guide for all online interactions.
- Be responsible for the content that you post.
- Respect copyright, trademark, publicity or any other rights of other companies (do not claim credit for something that you did not originally write). Do not claim authorship of something that is not yours. If you are using another party's content, make certain they are credited for it in your post and they approve of you utilizing their content. If you are unsure of whether you may use something or may be in violation, consult the Legal Department prior to posting.
- Protect confidential proprietary information.
