

Support Guidelines Corporate Citizenship

Involvement in charitable causes is an important component of corporate responsibility for AUDI AG. The common denominator in Audi's involvement in social causes is future viability. Yesterday, today and in the future, the success of the company is ensured by qualified people who drive the development of the company forward with innovation and dedication. For this reason, Audi places special emphasis in its corporate citizenship efforts on the following areas:

- » Projects that support the education of children, youth and adults; these include projects that relate to social cohesion, culture, the natural sciences and humanities, sports and health
- » Projects that support the solving of technical and social problems related to mobility
- » Philanthropic and general humanitarian purposes
- » Support in the case of disasters

In general, the projects that Audi focuses its support on should be clearly linked to one of the company's sites. This principle is not applied in the case of disaster aid.

For many years now, Audi has supported worthy environmental projects through the Audi Environmental Foundation. Special support criteria apply in this area (see www.audi-umweltstiftung.de).

Decision-making criteria

Audi's involvement in social causes is subject to the following criteria:

- » Social relevance
- » Ability to measure and verify the use of donated funds
- » Defined goals and impact
- » Efficient use of resources
- » Long-term nature (not in the case of disaster aid)
- » Regional principle: link to an Audi site (not in the case of disaster aid).

Requirements placed on partners

Audi considers requests only from nonprofit organizations whose principles are in harmony with Audi's core values: Appreciation, openness, responsibility and integrity.

AUDI AG views itself as a responsible and goal-oriented company and it expects its project partners to implement their projects effectively and efficiently. For this reason, the company does not invest in the administration of an organization, but instead specifically supports the project work. This involvement must not serve to safeguard the economic security or ensure the continuation of the recipient organization. Likewise, any form of dependence on AUDI AG must be avoided.

Based on these requirements, support for the following queries and applicants generally cannot be taken into consideration:

- » Private persons, i.e. natural persons
- » Political parties
- » Organizations that discriminate against people on the basis of race, faith, gender, sexual orientation, age, religion or origin
- » Requests relating to administrative support (e.g. travel, personnel costs, investments or printing costs)
- » Cash or non-cash donations for prize drawings

Benefits are also not granted if there is a substantial risk that the brand name and image may be misused or that the donation of products may be interpreted as an attempt to bribe.

Procedure for the support process

Requests are accepted year-round. They must be submitted in writing to AUDI AG and include an email address for response:

spendenanfrage@audi.de

AUDI AG
Ettinger Straße
85045 Ingolstadt

Applicants will receive notice of approval or denial within a reasonable amount of time.

Moreover, a project description of no more than two pages is required. The description must contain the following:

- » Contact person
- » Description of the organization submitting the request and its goals, including documentation of its nonprofit status
- » The goal of the project to be supported
- » Type and scope of the potential grant
- » Time frame for the project and precise use of the funds
- » Confirmation that a donation is tax-deductible

After receiving the donation, the recipient of the donation must send a donation receipt without having to receive a request from AUDI AG and, upon request, submit certification of the project's implementation.

There is no legal entitlement on the part of an applicant to receive a grant. AUDI AG also assumes no obligation in the case that all guidelines are fulfilled.

AUDI AG reaches decisions regarding support according to its own discretion and on the basis of the available funds.

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