

SUPPLIER COMMUNICATION GUIDELINES

CNH Industrial often receives requests from suppliers all over the world wishing to publicize their collaboration with us. We have developed dedicated communication guidelines to help them understand the rules that should be followed in this respect and to assure that each request is treated equally.

We ask our suppliers' collaboration in adhering to these rules in order to:

- Protect CNH Industrial's reputation;
- Ensure suppliers' communication are conducted in line with CNH Industrial's Corporate Communications guidelines;
- Prevent releasing sensitive information.

CONFIDENTIAL INFORMATION

Suppliers should treat all the information that has not been publicly disclosed and of which they become aware, during negotiations or execution of the Supply Agreement, as confidential.

The commercial relationship with CNH Industrial should not be disclosed without previous written consent.

The following information is considered confidential, by means of example and without limitation:

- Information regarding products and services provided to CNH Industrial;
- Information regarding equipment installed by the supplier in a CNH Industrial facility;
- Financial amounts and volumes of contracts;
- Others as specified in the Non-Disclosure Agreements (NDA) and contracts/individual agreements.

PRESS RELEASES

Disclosing information related to CNH Industrial's relationship with the supplier may be allowed only after having received a written approval and consent will not reasonably be withheld. This includes press releases announcing the awarded collaboration or referring in any way to the existing collaboration with CNH Industrial.

Suppliers should contact CNH Industrial Supplier Relations that will provide appropriate permissions. Supplier Relations can be contacted directly or through suppliers' usual commercial contacts who will refer requests as appropriate.

Statements from CNH Industrial endorsing the supplier's products or services and related quotes from CNH Industrial employees will not be released or approved.

USE OF IMAGES AND LOGOS

The use of images and logos of CNH Industrial on suppliers' web sites, brochures, audio-visual production and other communication materials is permitted only in specific cases, each requiring prior written consent from CNH Industrial. These may include common communication and co-branding initiatives and other projects, reviewed and agreed case by case.