

# jack henry rules of engagement

To help begin seamlessly working with **one** Jack Henry we are providing the updated company information and rules of engagement below.

## Press Release Requirements

All press/media/news releases that mention Jack Henry, refer to your relationship with Jack Henry, reference a Jack Henry product or service, or include a reference to or quote from a Jack Henry associate require Jack Henry's approval. Please:

- Solicit Jack Henry's approval to participate in the release by submitting the proposed subject matter to [CorpCommunications@jackhenry.com](mailto:CorpCommunications@jackhenry.com).
- Following participation approval, provide Jack Henry with a review/revision/approval opportunity by sending the drafted release to [CorpCommunications@jackhenry.com](mailto:CorpCommunications@jackhenry.com).
- The Jack Henry approval process may result in requested/required changes and all edits will be communicated – anticipate the Jack Henry approval process will require approximately two weeks.
- All releases must be approved by Jack Henry prior to distribution – confirmation of Jack Henry's approval will be communicated by a representative of Jack Henry's Corporate Communications department.
- The company issuing the release will be responsible for soliciting all approvals from all other entities included in the release.
- Provide the planned distribution date to [CorpCommunications@jackhenry.com](mailto:CorpCommunications@jackhenry.com).
- As a publicly traded company (Nasdaq: JKHY), Jack Henry reserves the right to decline participation in releases at the company's discretion.

## Blog and Social Media Requirements

All blogs and social media posts that mention Jack Henry, refer to your relationship with Jack Henry, reference a Jack Henry product or service, or include a reference to or quote from a Jack Henry associate require Jack Henry's approval. Please:

- Provide Jack Henry with a review/revision/approval opportunity by sending the drafted blog/post, your social media channels, and the planned posting date to your primary contact at Jack Henry.
- The Jack Henry approval process may result in requested/required changes and all edits will be communicated by a Jack Henry marketing associate – anticipate the Jack Henry approval process will require approximately three business days.

- Jack Henry approvals must be received before posting – confirmation of Jack Henry’s approval will be communicated by a Jack Henry marketing associate.
- As a publicly traded company (Nasdaq: JKHY), Jack Henry reserves the right to decline participation in blogs and social media postings at the company’s discretion.

## Marketing Materials, Communications, and Promotions

References to Jack Henry and/or its products and services in materials, communications, and promotions of any kind, including but not limited to marketing and sales support materials, market communications and promotions, and website content must be approved by Jack Henry. Please:

- Provide Jack Henry with a review/revision/approval opportunity by sending the drafted content to [marketingrequests@jackhenry.com](mailto:marketingrequests@jackhenry.com).
- The Jack Henry approval process may result in requested/required changes – all edits will be communicated by a Jack Henry marketing associate.
- Anticipate the Jack Henry approval process will require approximately two weeks.
- Jack Henry approvals must be received before production or distribution – confirmation of Jack Henry’s approval will be communicated by a Jack Henry marketing associate.
- As a publicly traded company (Nasdaq: JKHY), Jack Henry reserves the right to decline participation in materials, communications, and promotions of any kind at the company’s discretion.

## Jack Henry Brand Guidelines

The detailed [Jack Henry brand guidelines](#) are provided on the supporting document for entities **currently authorized** to use the Jack Henry logo.

## Company Description

If you are **currently authorized** to use a description of Jack Henry in any marketing channel or communication, please replace the legacy description with the following:

Jack Henry™ (Nasdaq: JKHY) is a well-rounded financial technology company that strengthens connections between financial institutions and the people and businesses they serve. We are a S&P 500 company that prioritizes openness, collaboration, and user centricity – offering banks and credit unions a vibrant ecosystem of internally developed modern capabilities as well as the ability to integrate with leading fintechs. For more than 45 years, Jack Henry has provided technology solutions to enable clients to innovate faster, strategically differentiate, and successfully compete while serving the evolving needs of their accountholders. We empower approximately 8,000 clients

with people-inspired innovation, personal service, and insight-driven solutions that help reduce the barriers to financial health. Additional information is available at [www.jackhenry.com](http://www.jackhenry.com).

### **Website Redirects**

Please update all links to **jackhenrybanking.com**, **symitar.com**, and **profitstars.com** to [www.jackhenry.com](http://www.jackhenry.com).

### **Professional Consideration**

In all public or private, internal or external, written or verbal communications to any entity please do not:

- Denigrate Jack Henry's products, services, or reputation.
- Engage in deceptive, misleading, or unethical practices that are or might be detrimental to Jack Henry and its products and services.
- Make any false or misleading representations with regard to Jack Henry, your relationship or professional association with Jack Henry, or its products or services.
- Make any representations, warranties, or guarantees with respect to the specifications, features, or capabilities of Jack Henry products and services that are inconsistent with Jack Henry's current marketing materials.