

START-UPS, AUTONOMOUS CARS AND EVERYTHING (COMPLIANCE) IN BETWEEN

SUCCESSES IN COMPLIANCE PROGRAM MANAGEMENT BETWEEN A STARTUP & FORTUNE 10 COMPANY

GENERAL MOTORS



We Are General Motors

WE ARE COMMITTED TO **SAFETY** IN EVERYTHING WE DO

WE EARN **CUSTOMERS** FOR LIFE

WE BUILD **BRANDS** THAT INSPIRE PASSION AND LOYALTY

WE TRANSLATE BREAKTHROUGH **TECHNOLOGIES** INTO VEHICLES AND EXPERIENCES THAT PEOPLE LOVE

WE CREATE **SUSTAINABLE** SOLUTIONS THAT IMPROVE THE **COMMUNITIES** IN WHICH WE LIVE AND WORK

OUR VALUES

CUSTOMERS

We put the customer at the center of everything we do. We listen intently to our customers' needs. Each interaction matters. Safety and quality are foundational commitments, never compromised.

EXCELLENCE

We act with integrity. We are driven by ingenuity and innovation. We have the courage to do and say what's difficult. Each of us takes accountability for results, drives for continued efficiencies and has the tenacity to win.

RELATIONSHIPS

Our success depends on our relationships inside and outside the company. We encourage diverse thinking and collaboration from the world to create great customer experiences.

SEEK TRUTH

We pursue facts, respectfully challenge assumptions, and clearly define objectives. When we disagree, we provide additional context and consider multiple perspectives.

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We see a future with

ZERO CRASHES
ZERO EMISSIONS
ZERO CONGESTION

GM'S CODE OF CONDUCT

WINNING WITH INTEGRITY



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SAFETY IS A FOUNDATION COMMITMENT – NEVER COMPROMISED

- Safety is everyone's responsibility. Communication of potential safety issues is required
- Safety is incorporated into our day to day activities (from Vision & Values to CAP)
- Cost is not a factor when safety is involved. Safety matters most. Always
- We are committed to ensuring a safe and healthy workplace through the Employee Safety Concern Process
- We "Speak Up for Safety"

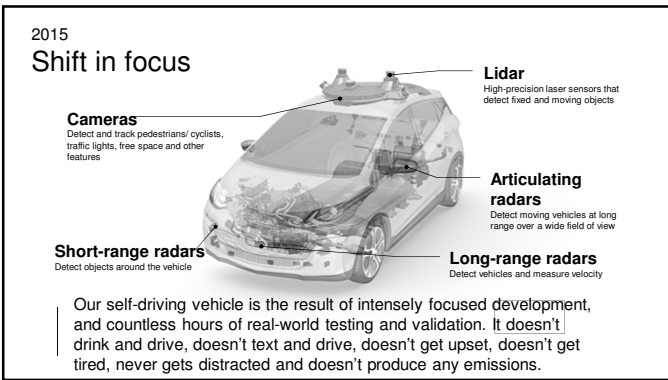


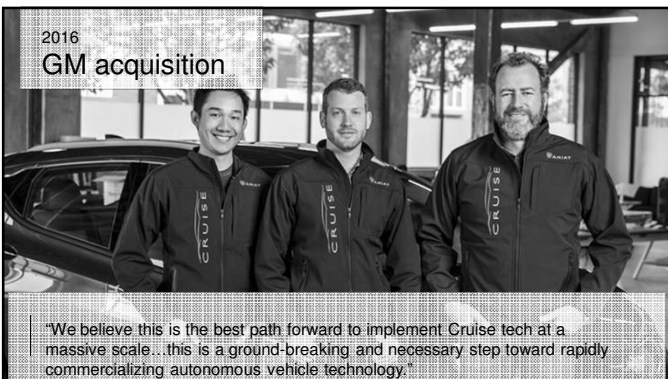
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Cruise Behaviors

- Stay safe
- Stay focused
- Own it
- Seek truth
- Work together
- Stay humble

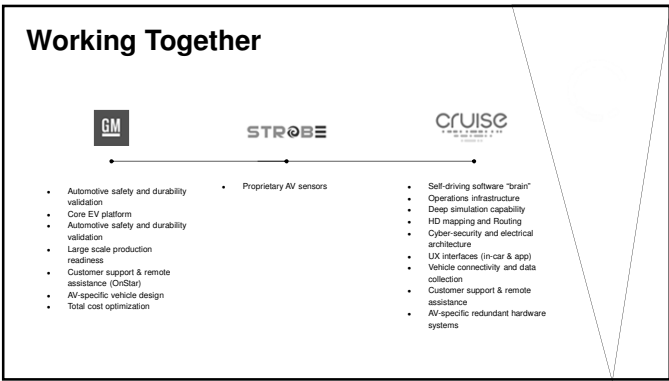












Our Focus on Safety



The status quo is unacceptable:

- **Roadway Fatalities:** Each year close to 1.25 million people die in car crashes around the world, 40,000 in the United States alone. More than 2 million people are injured.
- **Impaired Driving:** Drunk driving remains the number one cause of death on our roadways.

Cruise Mission

To build the world's best autonomous vehicle network to safely connect people to the places, things, and experiences they care about.

Social Opportunity



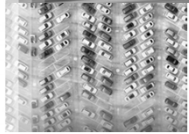
94%
OF ALL
TRAFFIC FATALITIES
AND 90% OF
HUMAN ERROR

COMMUTERS
WASTE A
FULL WEEK
OF THEIR LIVES IN
TRAFFIC EACH YEAR

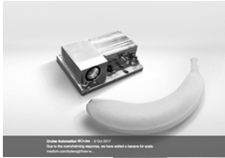


WE BELIEVE
ALL VEHICLES
MUST BE EVs

THE U.S. HAS
8 NON-
RESIDENTIAL
SPACES
FOR EVERY CAR
ON THE ROAD



Our Focus on Fun!



GM & Cruise Early Compliance Activity

- Integration of Cruise
 - Post closing is key factor in overall success
 - Identified integration lead
 - Documented objectives & progress
- Immediate Adoption of Code of Conduct & Training
- Identify Compliance Champions
- Connect the dots, counterparts and business roles
- Don't Swoop In
- "Cruisify"

GM & CRUISE EARLY COMPLIANCE ACTIVITY



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GM & Cruise Early Compliance Activity

- Compliance Programs are not One Size Fits All
- Adopt, Integrate, Create?
 - Identify resources & responsibilities
 - Share resources & expertise
- Respect Boundaries & Uniqueness of Each Organization
 - Importance of Culture
- Scale & Promote Compliance Message & Program
 - But who's program and what's the message?



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Promote & Continuously Improve Compliance Program

- Hire & Scale
 - Lead Counsel, Compliance
 - Identify additional compliance champions
 - Consultants and subject matter experts as required (*e.g.*, CA specific or recurring and no in-house expertise at GM)
- Cruise Code of Conduct
- Safety Committee
- Unified Reporting System
- Corporate Required (online) Training
 - Tailored to Cruise
- Export Controls
 - More education, easier controls, faster vendor review
- Formal lines of communication
- FCPA Due Diligence
 - Unify with GM system

CRUISE
A GM COMPANY

GENERAL MOTORS
