

KOMMUNINVEST I SVERIGE AB

Communications Policy

G7P



Adopted by the Board of Directors	Document manager	Document owner	Information classification
2024-04-25	Head of Communications	Board of Directors	Public
External rules			
FFFS 2014:4 Chapter 5, section 20 FSPOS Guidelines for crisis management (version 1.0 2017-01-18)			
Previous versions			
2023-09-22; 2022-09-20; 2021-09-20,			
Background, etc.			
<p>Kommuninvest i Sverige AB (hereinafter the “Company”) shall have good governance and internal control. The Board of Directors is responsible for ensuring that the Company complies with the laws and applicable national and European regulations which govern the Company’s operations. The Company’s governance documents consist of documents adopted by the Board of Directors, the CEO, or the respective managers. The Board adopts policies and certain Board of Director’s instructions. If necessary, these governance documents can be broken down into instructions, which are confirmed by the CEO. Thereafter, the instructions can be broken down into more detailed descriptions, which are confirmed by the respective managers. The Board of Directors shall adopt policies annually and ensure that they are complied with and regularly assessed in the operations. The Board is ultimately responsible for ensuring that the Company has appropriate and efficient operations and a well-developed system for risk management and regulatory compliance.</p> <p>This policy covers the Company's Board of Directors, management, all employees, consultants, cooperating partners, agents, and service providers involved in the Company's operations. The policy is applicable to all parts of the operations and also includes outsourced operations and areas.</p> <p>The CEO is responsible for implementing and monitoring compliance with this policy and reporting on this to the Board of Directors. It is also the responsibility of the CEO to assess and update the content of this policy annually or when necessary, and to present it to the Board of Directors with any proposals for amendments.</p>			

1. Why Kommuninvest communicates

The purpose of the Company's communication is to support the Company's business concept, strategy, objectives, and operational activities and lead to better results for the entire business.

Clear and open external communication is an important part of the Company's dialogue with customers, members, elected officials, the media, investors, and potential staff.

Clear and open internal communication is an important part of the management and governance of the business and contributes to a motivated and committed staff.

In order to ensure that the purpose of the Company's communication is achieved, the Company will work according to a Communication and Messaging Strategy. The Head of Communications is responsible for producing this strategy.

2. Communication objectives

The overall objectives of internal and external communication are based on supporting and contributing to the company's business and operational plan. Clear and open communication will be taken into consideration in all decisions taken at different levels within the Company.

The objectives of internal communication are:

- to embed the Company's overall business concept and strategies, guide the organisation's conduct, promote internal dialogue and collaboration, and develop a culture of learning;
- for staff to have relevant information to carry out their work and feel involved, enthusiastic, and motivated;
- to retain competent staff;
- to increase efficiency and achieve the aims of the business, as well as to lay the foundation for good external communication.

The objectives of external communication are:

- to strengthen the Company's brand and reputation and to raise awareness of the Company's mission;
- for the Company to be perceived as the obvious choice for municipalities and regions when it comes to sustainable financing of investments;
- for society at large to perceive the Company as a stable, efficient, and knowledgeable business;
- to make clear the Company's role as a socially beneficial business and unique knowledge broker in the field of municipal finance management;
- to attract and recruit new potential employees;
- to strengthen relations with investors in Sweden and abroad.

3. Target groups for external communication

Kommuninvest's local, national, and international target groups are:

- customers (existing and potential customers);
- members (existing and potential members);
- investors (existing and potential investors in Sweden and abroad);
- banks;

- potential staff;
- politicians, public authorities, and elected officials (local and national);
- students studying economics, law, and IT;
- societal stakeholders (media, journalists, co-operating partners, interest groups, external researchers, and educational institutions).

4. Communication channels and approaches

The Company needs to adapt the choice of communication channel so that relevant information reaches the right target group in a way that is adapted to the needs of the target group in terms of format, content, and language. Examples of internal channels are the intranet, larger information sessions for staff and managers, and departmental meetings. Examples of external channels are the Company's website, newsletters to customers and investors, digital channels, media relations, customer and member events, marketing, and profiling.

- **Openness:** Communication needs to bring the Company's business to life and demonstrate the importance of our operations for our customers, members, and society at large. Our communications work must be based on the recipient's needs and circumstances, as well as characterised by openness and accessibility. All communications must be auditable and information must be easy to find and, if possible, first provided internally. Internal communication and external communication of investor information are simultaneous.
- **Clarity:** Communication will be factual, understandable, responsible, and characterised by high quality. We will ensure that communication is relevant and interesting to the target audience. The Company encourages both customers and staff to become involved in the Company's communications and expects all staff to take responsibility for their part in seeking and disseminating information about the Company, both internally and externally. When communicating, each person must be clear about the capacity in which they are communicating.

In crisis situations, the approaches described above are particularly important, which is why the CEO is responsible for ensuring that a Crisis Plan has been prepared.

5. Local collaboration

The main purpose of the Company's local collaboration is to use well-developed partnerships to strengthen its brand as an employer in Örebro. The Company is located in Örebro and thus in a labour market that requires special efforts to attract competence for the future.

The local cooperation work will:

- improve the Company's recruitment possibilities;
- clarify the Company's presence in the local community;
- strengthen employees' perception of an attractive workplace.

Collaborations will be established with partners who have social commitment and a willingness to develop, demonstrate quality and sustainability, stand for values that match those of the Company, and offer good opportunities for the Company to realise active social responsibility. The efforts must be effective and measurable. All collaborations will be conducted in accordance with the Company's Code of Conduct.

6. Organisation and responsibilities

The CEO has overall responsibility for the strategic and operational implementation of the Company's external and internal communications as well as local collaboration. The CEO has delegated the communications work to the Company's Head of Communications.

7. Follow-up and reporting

Regular follow-up and evaluation of communications activities is an important part of the communications work, as are analysis and planning. The Company reports important events as regards the communications work as necessary.