

## Guidelines sponsorship and social engagement

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## 1 Overall strategy

The purpose of this document is to provide guidelines and a common framework for sponsorships and social engagement.

The main purpose of Saab's sponsorships and social engagement activities is to achieve the following:

- position the Saab brand
- support marketing and sales
- strengthen relationships and trust
- benefit recruitment and secure talents.

### 1.1 Definitions and focus

It is sometimes difficult to separate and categorise these kinds of activities, but the following main groups are both subject to these guidelines:

- Sponsorships, i.e. commercial agreements whereby Saab, for mutual benefit, provides financing or other support in order to establish an association between our image, brand or products and a sponsorship property. In return, Saab get the rights to promote / activate on this association and the granting of certain agreed benefits. Sponsorships should be seen as an integrated part of the company's overall communication. Although these agreements should be relevant to our business and brand, they are not limited to any specific area, context or arena – instead they are flexible and adaptive to fit our different target groups and needs globally.
- Social engagement, i.e. different ways to contribute to the social development of the communities where the company is active. In return, the community's trust in Saab increases and the employees involved get valuable experience. The main focus for Saab's social engagement activities are on education (preferably within the areas of technology and science) and the contributions should engage the company's employees.

### 1.2 Guiding principles

Our engagements must always:

- be long-term
- concentrate on a few investments
- be relevant to our business and brand
- include effective and smart activation
- follow processes for evaluation and measuring.

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All activities and decisions must comply with Saab's Code of Conduct and with applicable laws and regulations. Particular attention should be given to the following:

- we adhere to a policy of zero tolerance of corruption
- we are conscious that engagement is not used as a subterfuge for bribery or corruption
- we ensure that the use of hospitality packages (tickets, VIP cards, discounts et cetera) is consistent with our rules on gifts, events and hospitality
- we avoid conflicts of interest, decisions must be made in the interest of the company and not based on personal interest
- we do not engage in political or religious activities or items that can be considered risky, environmentally harmful or unethical
- we do not engage in activities that can lead to confusion around our brand
- we always specify our engagements in written agreements and in consultation with Group Legal Affairs
- we take decisions through a decision-making body with this mandate
- we avoid financial donations, i.e. gifts without any gratuitous or mutual benefit.

### **1.3 Initiating an activity**

All proposed engagements should be submitted using our online evaluation form. The request is then automatically sent for decision to one of the sponsorship bodies.

The form contains the following steps:

1. Provide basic information and budget.
2. State the purpose, objectives and activities.
3. Define the target group.
4. Analyse the engagement.
5. Summarise and recommend.
6. Attached files.

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## 1.4 Decision making and reporting

To ensure relevance to business and brand and secure return on investment we follow an aligned and transparent process for evaluation and measuring of all our efforts.

All decision-making bodies should carefully consider the overall strategy and follow the guidelines given in this document.

The responsibilities are divided as follows:

- Local bodies (usually related to our business- and market areas) has decision right and financial responsibility for sponsoring and social engagement within their areas up to a maximum amount of [amount] SEK per initiative or engagement. Everything above this threshold must be referred to Group Communication for decision in Communication Board.
- Communication Board takes decisions on all single initiatives and engagements that exceed [amount] SEK.
- Group Communication handles incoming requests, recommends new engagements, and prepares decisions regarding sponsorships for Communication Board. The Corporate Responsibility function has the same role regarding social engagement. Both functions are usually involved if there are doubts about where an activity belongs.

Decision-making bodies shall:

- meet regularly
- evaluate and decide on incoming proposals
- follow-up and measure engagements
- report activities yearly to Group Communication (applies to local bodies)
- evaluate and report all engagements globally (applies to Communication Board).