



COMMUNICATION POLICY

COMMUNICATION

nnit.com



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INTRODUCTION

The Communication Policy applies to all communication – internally and externally – by all communicators to all stakeholders in all channels.

PURPOSE

When we communicate, we should continuously aim to strengthen our image and reputation as a business and employer – and the best way to do that is to ensure that we continuously and consistently communicate in accordance with our aspiration, strategy and values.

SCOPE

Corporate vs Regional and Local Responsibility

Together with Investor Relations (conducted by the CFO office), the Corporate Communications and Global Marketing entities are responsible for all communication and marketing activities at the corporate level.

These entities proceed according to [the Investor Relations Policy](#) and [the Communications and Marketing Plan](#), which is revised and updated on an annual basis.

Regional and local entities must refrain from any corporate communication and marketing activities and take their cue from the tools and guidelines made available by the Corporate Communications and Marketing team, including this policy (Communication Policy):

- NNIT Brand Guide (including Tone of Voice)
- NNIT Branding Materials
- NNIT Media Relations Process
- NNIT Crisis Communication Process
- NNIT Social Media Process

Align with Our Core Story

At NNIT, we bring digital transformation to life. We are a team of leading industry subject-matter experts and technology consultants. We develop, implement, and continuously improve sustainable solutions that help to enhance the quality of life around the globe.

We overcome complexities through determined customer centricity and proximity. Our team is built around a pioneering spirit, conscience-driven approach, and continued pursuit of excellence, allowing us to enable the seemingly impossible.

In short, we help improve businesses and our society, so let's empower those who change lives – [and make a mark.](#)

Align with Our Aspiration and Strategy

Together we make a mark in business and society; bringing digital transformation to life:

We aspire to become the best possible digitalization partner through an attractive workplace that delivers strong financial results.

Always remember to show as well as tell this across all NNIT Communication.



We strive to become the **best possible digitalization partner...**



...In industries where **quality of life** is at play



Creating the **best possible workplace** for our people...



While delivering **strong financial results** to our investors...

Align with Our Values

NNIT communication should always reflect and/or include our values:

- *Open and Honest:* We listen to our customers, and we challenge them. We communicate openly about changes affecting our customers or company. We believe in clear and understandable agreements that benefit our customers and ourselves.
- *Conscience driven:* We take responsibility for our customers' challenges as if they were our own. We work with passion to add quality to everything we do and we make decisions on rational financial judgement
- *Value adding:* We are proud of what we do and always strive to optimize performances. We keep asking ourselves "Does it add value?". We stand together as One NNIT across cultures and international locations.

POLICY

We communicate in a clear, consistent and engaging way.

We are always professional, and whenever possible we demonstrate innovation and empowerment in our language and communication.

Please refer to the [NNIT Brand Guide](#) for more information on the visual and verbal style of NNIT communication, including the Tone of Voice section, which addresses our verbal communication in more detail.

Communicate with Passion, Pride and Respect

Passion is an integral part of our what we do, and it shows our commitment. Pride refers to our professional ability, including our focus on quality and service.

And we always show respect for the people and companies that we are in dialogue with, and we take responsibility for our actions.

Be Open, Honest, and Balanced

Respond in a timely, open and balanced manner to good and bad news.

Reflecting our value “open and honest,” we make the effort to address others’ interest in NNIT – and that includes handling and communicating difficult issues.

However, we must also always consider the impact on NNIT as a business and workplace and communicate all issues in balanced manner, so as not to influence stakeholders in an overly positive or negative way.

Always Consider Your Stakeholders

We plan our communication to meet the information needs of our stakeholders. We go to great lengths to target our communication to our different stakeholders and to ensure that they receive relevant communication at the right time.

Encourage Dialogue and Share Knowledge

We believe it is important to enter into dialogue and share relevant knowledge with our customers, other external partners and our employees.

Be forthcoming, and keep stakeholders informed, so they feel both included and engaged.

Be conscious of our many channels and use them strategically to reinforce communication efforts internally and externally.

Always Comply with Legal Requirements

[As a listed company](#), NNIT will remain open and honest, but must follow communication and disclosure requirements determined by applicable legislation.

These include, but are not limited to the regulations issued by [The Danish Business Authority](#), [The Danish Financial Supervisory Authority](#) and [the European Union](#).

Adoption

This policy was adopted by the NNIT Board of Directors on August 9, 2023.

About NNIT

NNIT is a leading provider of IT solutions to life sciences internationally, and to the public and enterprise sectors in Denmark. We focus on high complexity industries and thrive in environments where regulatory demands and complexity are high.

NNIT consists of group company NNIT A/S and subsidiaries SCALES. Together, these companies employ more than 1,700 people in Europe, Asia and USA.