

Policy owner: Group Director Brand & Communications

Approver: Co-CEO

1 Policy Owner Mandate

This policy aims to ensure that Heimstaden AB and Heimstaden Bostad AB (Heimstaden) maintain high-quality, aligned, and consistent branding and communications across the organisation, fostering strong relationships, achieving goals, implementing decisions, and creating engagement both internally and externally.

The policy applies to all management, employees, and contract workers within the company.

The Group Director Brand & Communications is mandated to manage Heimstaden's Brand and Communications activities. This includes maintaining an updated framework for branding, communications, marketing, and public affairs to support Heimstaden's ambitions and goals.

2 Requirements from Group

Group Director Brand & Communications shall establish a Country Brand & Communications function (B&C Function) reporting to Country Managers, with a dotted line to the Group Director Brand & Communications. This function will provide support and guidance on brand and communications activities within the country and from the Group.

The Group and Country B&C Function shall utilise Heimstaden's brand and communications framework and tools, as detailed in the Group Manual for Brand and Communications. They are responsible for ensuring brand and marketing alignment, continuously identifying, assessing, and addressing media, political, and societal issues affecting the company, and capitalising on opportunities to strengthen Heimstaden's reputation.

The Group and Country B&C Function shall ensure an internal communication across the organisation and between units, that ensure all employees have key information and are up to date with company strategy and news, and to make it easy to share ideas, support collaboration, and create a strong company culture.

3 Reporting

The Group and Country B&C Functions shall regularly report to the Board, Management, and key internal stakeholders on critical tasks, processes, media and political topics, key marketing and social sustainability initiatives, and other significant issues.

4 Reference Documents

- Group Manual for Brand & Communications
- Handbook for Brand & Communications
- Lobbying Guideline
- Insider Policy (governed by Legal & GRC)
- Brand & Communications Guidelines