

Stakeholder policy

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1. Introduction

Sydbank's existence and development depend on dialogue and interaction with our stakeholders in our own organisation, in the marketplace and in society at large.

This stakeholder policy sets out the general guidelines for how Sydbank aims to maintain and develop positive and value-creating relationships with the Bank's stakeholders.

Employees' and management's relationships with the Bank's stakeholders must build on the values of the Bank's core story where the Bank attaches great importance to excellence, professional relationships and value creation.

2. Principles

Sydbank's dialogue and collaboration with its stakeholders is based on the following general principles:

- Sydbank will treat its stakeholders and the surrounding community fairly, properly and respectfully.
- Sydbank will communicate in accordance with the Bank's fundamental values. Sydbank will act as a professional, credible and open bank proactively seeking dialogue with its stakeholders.
- Sydbank will base its decisions on dialogue with significant stakeholders.

3. Stakeholders

Sydbank's primary stakeholders include its customers, investors, shareholders, employees, media & press, authorities, policymakers, interest organisations and the local communities where we operate as well as other business associates.

Customers

Sydbank wishes to build long-term relationships with the Bank's customers and to be known for value-adding advice. The financial requirements of our customers vary. Consequently Sydbank is a bank for most people but not the same bank for everyone. Sydbank will be a bank that provides financial services to the backbone of the Danish corporate sector – small and medium-sized enterprises – and to retail clients who value professional advice.

Customers' satisfaction with the Bank is important. Therefore we monitor industry surveys as well as carry out our own surveys. These surveys enable us to monitor developments and act on the ongoing feedback from customers.

Investors and shareholders

Sydbank will at all times make correct and full information about the Bank's circumstances available to all equity market stakeholders. This information includes the Bank's financial and operational circumstances as well as strategies and

expectations. This enables the market to assess on an informed basis the Sydbank share and its future development.

Activities aimed at investors and shareholders are communicated via company announcements, regularly updated written and electronic information about the Bank as well as via an active and open dialogue with equity investors, analysts and providers of news about the Bank.

Employees

Excellent and committed employees who are able and willing to make a difference are Sydbank's most important asset. The Bank will in all aspects create value on the basis of its service philosophy: What can we do for you? Common sense and sound business acumen characterise the Bank's conduct and day-to-day activities. In this way we can ensure that the Sydbank name signals quality and that the value statement – excellence and relationships create value – is complied with.

Sydbank strives to be one the financial sector's best and most inspirational workplaces – both professionally and personally – and a workplace where stimulating and challenging work assignments, attractive terms of employment and social responsibility are a matter of course. The working climate must be characterised by a team spirit encompassing individualism and respect for differences coupled with mutual trust and flexibility as its guiding principles. Job satisfaction through efficient management, motivation, loyalty and freedom with responsibility must be distinctive features of everyday working life at Sydbank.

Media & press

Sydbank works in a structured and professional manner to develop and nurture the Bank's relationship with the media, reporters and key public opinion makers.

As one of the largest banks in Denmark, there is a natural focus on the Bank's business by the media and journalists. Consequently the Bank wishes to develop and nurture its relationship with the media, reporters and opinion makers.

Sydbank wishes to give the surrounding world a true picture based on facts of the Bank, the Bank's employees as well as its activities, performance and products.

Authorities, policymakers, interest organisations and local communities

Sydbank wishes to have a professional and ongoing dialogue with relevant interest organisations, policymakers and authorities. Dialogue is a natural part of the Bank's wish to be an active player in the local communities in which it operates as well as in the public debate and dialogue.

We wish to be a trustworthy business partner that provides reliable information about Sydbank, the financial sector and the economy as a whole. Sydbank is a member of several interest organisations that safeguard the interests of the Bank and the sector in relation to policymakers and authorities.

4. Responsibility and follow-up

The Board of Directors is responsible for preparing and updating the stakeholder policy.

On a regular basis and at least once a year the Board of Directors considers whether the stakeholder policy should be updated.