

Stakeholder policy

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1. Introduction

Sydbank is a relationship bank and its extensive focus on maintaining long-term relationships with the Bank's stakeholders constitutes a key element of Sydbank's fundamental values.

This stakeholder policy provides the overall framework for how Sydbank aims to maintain positive and value-creating relationships with the Bank's stakeholders.

At Sydbank we operate according to the value statement: Excellence and relationships create value.

We believe that the combination of excellent and committed employees and good relationships create value for customers and other stakeholders – and therefore also for the Bank.

2. Principles

By taking the Bank's stakeholders into consideration and to the extent possible including this consideration in the Bank's decision-making processes, we will develop more successful solutions and products and thereby create better results for the Bank.

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

- Sydbank will communicate in a way so that we are perceived as being a professional, reliable, competent, fast responding and relationship based bank.
- Sydbank's communication will be in keeping with its fundamental values and overall strategy.
- Sydbank will act as an open and credible bank proactively seeking dialogue with its stakeholders and the surrounding community.
- Sydbank will treat its stakeholders fairly, properly and respectfully.
- Sydbank will base its decisions on dialogue with significant stakeholders.
- Sydbank will listen and communicate based on facts, in a timely manner, comprehensibly and precisely with relevant 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 business partners, suppliers and other business associates.

Customers

Sydbank's mission is to be a bank that is close to its customers. We are an advisory bank and find solutions where they are – quickly and efficiently. As an advisory bank that is perceived as a competent and value-creating bank, we strive to do business with customers on the basis of long-term relationships. Sydbank's primary objective is to meet the financial requirements of its customers.

Sydbank is a bank for most people but not the same bank for everyone. The needs of our customers vary. Each customer is unique and is therefore treated uniquely. Sydbank will be a bank that provides services required by retail customers who value professional advice. Within the corporate segment the Bank will offer the services required by the SME segment and as a result the Bank may be forced to decline when it comes to certain services required by the largest businesses.

It is important for Sydbank to continue to be a bank operating on its own terms and with strong partnerships. In areas where the Bank does not offer its own products, it uses business partners offering a broad range of financial services to ensure that the Bank is always able to provide the services in demand by customers. We call it “Banking – pure and simple”.

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. Therefore Sydbank pursues an open and honest dialogue with its stakeholders that is based on professionalism, speed and mutual respect.

Authorities, policymakers, interest organisations and local communities

Sydbank wishes to have a professional and ongoing dialogue with relevant interest organisations, authorities and local communities in which it operates. 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 society 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.