

Guidelines sponsorships and social engagements

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1 Validity

The entire Saab Group.

2 Purpose

The purpose of this document is to provide guidelines and a common framework for sponsorships and social engagements to ensure correct evaluation and decisions.

3 Definitions

Sponsorships are commercial agreements or understanding 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.

Social engagements are ways to contribute to the social development of the communities where Saab is active. In return, the community's trust in Saab increases and the employees involved get valuable experience.

Public and political sponsorships are engagements where the recipient or the true beneficiary of the contribution is a public organisation, a public official, a political party, or a political candidate.

A Public organisation is any department, agency, branch or instrumentality of a government or of a public international organisation. Examples include, but are not limited to, embassies, armed forces, state-owned enterprises and branches of for instance NATO and the UN.

The following are non-exhaustive examples of engagements that qualify as public or political sponsorships:

- all engagements the direct or indirect purpose of which are fund raising or campaigning of political parties or political candidates. This includes paying for attendance at conferences, seminars or events
- all sponsorships relating to activities or events of any branch of the armed forces or representative thereof. For instance contributing funds or in-kind support to inaugurations, anniversaries, training activities or military championships or competitions
- all sponsorships relating to activities to promote defence policy initiatives. For instance contributing funds or in-kind support to initiatives by the Swedish Security & Defence Industry Association, NATO and the European Union.

4 Guiding principles

4.1 Objectives

Sponsorships and social engagements should have as their aim to achieve any of the following:

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

4.2 Strategy

Sponsorships should always:

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

The main focus for Saab's social engagements should be on education (preferably within the areas of technology and science) and as far as possible involve the engagement of the company's employees.

4.3 Do's and don'ts

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

- we do not offer sponsorships or social engagements with the intent to secure an improper business advantage
- we do not engage in religious activities or in activities that can be considered risky, environmentally harmful or unethical
- we do recognize that hospitality packages (tickets, VIP cards, give-aways, etc.) must be managed in accordance with our rules on gifts and hospitality
- we do avoid conflicts of interest, decisions must be made in the interest of the company and not based on personal interest
- we do specify our engagements in written agreements and in consultation with Group Legal Affairs.

5 Decision-making and approval

Group Communication has the responsibility to plan, coordinate and report on sponsorship and social engagement.

All initiatives of sponsorships or social engagements shall be decided upon by the Head of Communication of the initiating organisation (Business Area, Operational Country Unit, Corporate Market Organisation) subject to the following conditions:

- a) Head of Communication of the initiating organisation shall refer all **public and political sponsorships** to Head of Brand Management for input and review. If Head of Brand Management agrees with the decision, he/she shall refer the initiative to the Ethics and Compliance Board for approval.
- b) Head of Communication of the initiating organisation shall refer all non-public or political sponsorships above EUR 10 000 to Head of Brand Management for approval.

6 Monitoring and evaluation

Group Communication shall keep a record of all sponsorships and social engagements and shall annually review and evaluate all engagements with regard to their total effect on the Saab brand.