

SPONSORSHIP POLICY

The primary purpose of sponsoring is to create relationships to benefit Saab's long-term brand, sales, local relations and recruitment.

Sponsoring is not an isolated aspect, but a method that should be seen as an integrated part of Saab's overall communication.

Saab aspires to have a flexible and adaptive approach to sponsoring while at the same time ensuring that all engagements comply with Saab's Code of Conduct and with applicable laws and regulations.

This will be achieved through:

- ensuring that there is a clear definition and common understanding within Saab, which activities and engagements qualify as sponsoring
- providing a set of guiding principles for all sponsoring engagements
- establishing a structured decision-making process with clear mandates and responsibilities
- making sure that sponsorships involving public entities or political activities are subject to specific review
- ensuring that all decisions and engagements are properly recorded and kept available for auditing and review
- regularly assessing and evaluating the effectiveness of all sponsoring engagements.



Micael Johansson
President and CEO, Saab AB

Saab serves the global market with world-leading products, services and solutions within military defence and civil security. Saab has operations and employees on all continents around the world. Through innovative, collaborative and pragmatic thinking, Saab develops, adopts and improves new technology to meet customers' changing needs.

