

Guideline on sponsorship

General

Sponsorship involves an agreement of mutual benefit between two or more parties whereby one party (the sponsor) undertakes to pay remuneration in the form of cash, goods and/or services and the other party (the sponsored party) in return provides, for example, exposure of brand or goods and/or services for the benefit of the sponsor. Sponsorship partnerships should contribute to strengthening Holmen's brand and raising awareness of our products, services or Holmen as an employer.

Basic principles

Holmen's sponsorship should aim to:

- strengthen the brand for selected external target groups such as:
 - customers, forest owners and cooperation partners,
 - potential employees and students,
 - the general public in the locations where we operate,
- improve our opportunities to generate business.

In order for sponsorship partnerships to be considered, it is also essential that those:

- support earnings and have a clear link to Holmen's business operations and/or recruitment needs, and are relevant to the company's image,
- follow applicable laws and rules and are characterised by transparency and bear scrutiny by the media and the general public.

Associations and organisations should take precedence over the sponsorship of individuals or individual teams. Holmen does not sponsor political or religious organisations or companies. Employees may not be responsible for sponsorship partnerships with organisations in which the person in question, or related persons, are active or involved.