



## Sponsorship policy

Sponsorship is a business-based collaboration for the mutual benefit of two or more parties. Sponsorship is to be part of the company's marketing communication in order to give the company a good reputation. The sponsored party provides certain advantages to the sponsor and receives cash, goods or services in return.

### Purpose and Goal

Rottneros wants to create good relationships with customers, suppliers and other stakeholders in the region. Sponsorship strengthens our brand and creates pride among employees, which enhances the company's image while raising its profile externally. Employees, suppliers and customers must always be able to trust that Rottneros' operations are conducted objectively and properly. Therefore, careful consideration should always be given to all cases involving sponsorship.

### Sponsorship shall

- Support activities and businesses within the municipality or where we have operations.
- Be well balanced in terms of gender.
- Work with equal treatment.
- Focus on growth and development.
- Be environmentally aware.
- Provide benefits in return.
- Be based on application and agreement.

### Rottneros avoids sponsoring

- Political or religious organisations.
- Projects that may adversely affect other sponsorships.
- Activities that may cause offence or be perceived as unethical or generate badwill.
- Individual athletes/people/artists.

### Doping

In the event that any individual representing the sponsored organisation is found to have used illegal doping or other prohibited substances during the term of the agreement, the agreement will be terminated. Rottneros reserves the right to refuse or terminate a sponsorship in any individual case for ethical reasons or reasons other than those set out in the points above.

### Contact

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