

2025-02-13

## Communication Policy

### Scope

- The Communication Policy applies to all employees, directors, officers, consultants, and contractors.
- The Communication Policy covers all forms of communication – written, electronic and verbal.

### Purpose

- NIBE Industrier AB (publ) (“NIBE”) is a publicly listed company and therefore it is under the obligation to promptly communicate information to the public that could have a significant effect on the price of its securities, such as shares and bonds.
- The Communication Policy establishes a set of principles to ensure that communication for NIBE and all of its subsidiaries, notwithstanding of whether these are wholly or partially owned, (referred jointly as the “NIBE Group”) is effective and appropriate and responds to the diverse information needs of our stakeholders. The NIBE Group communicates in a way that helps the Group to achieve its objectives and that reinforces our stakeholders’ confidence in the Group.
- The basic principle of the NIBE Group’s communication is to communicate in a way that is open, credible and ethical.

### Spokespersons for external communication

- The official spokespersons regarding our external communication about the NIBE Group business and activities (excluding dedicated marketing communication), are the NIBE Group’s Chief Executive Officer (“CEO”), Chief Financial Officer (“CFO”), and Head of Corporate Communications (referred jointly as the “Spokespersons”), or any other person designated by the Spokespersons. Head of Corporate Communication has an overall responsibility for all external communication, including crisis- and issue communications. Only the Spokespersons are allowed to communicate externally on behalf of the NIBE Group. Any questions from media or other external parties must be declined and referred to the Spokespersons.

### Our internal communication

- Whenever possible, our employees shall be the first to be informed about any news – good or bad – that relates to the NIBE Group.
- Our dedicated and group wide Intranet NIBE.ONE should serve as the main channel for internal communication, in combination with face to face, as well as town hall meetings when appropriate.
- The purpose of internal information is to motivate employees and create an understanding for the NIBE Group’s business and activities. Communication is a strategic management tool and leadership responsibility. Managers are responsible for keeping an open dialogue with their direct reports employees and with other parts of the NIBE Group.
- Information is to be clear and direct, as part of a process that aims to give everyone a better understanding of their role in the process as a whole.

## **Our external communication**

- The purpose of external information is to reinforce the image of the NIBE Group as a dynamic, credible partner and an employer that takes its social responsibilities seriously.
- We want to establish and reinforce a good understanding of the NIBE Group's values and the activities it carries out. Pro-active external communication gives us the opportunity to set the agenda in areas that are important to us.
- All employees must observe the relevant rules relating to confidential information. This applies equally both to information that concerns the NIBE Group and to information that concerns our partners.
- Communication with stakeholders, media and financial markets must be aligned with the NIBE Group's official stance and strategy and must only be done by duly authorized spokespersons. Any person not authorized to speak or write on behalf of the NIBE Group must decline to comment and refer them to the NIBE Group's corporate communication team.
- Inside information is a term that refers to information and knowledge that is linked to the NIBE Group's financial position, its performance and that otherwise affects NIBE's valuation on the stock market.

This information should always be treated under very strict confidentiality and is addressed separately in the NIBE Group's Insider Policy

All the NIBE Group employees should, in their daily work, behave as if they were representatives and ambassadors of the NIBE Group. Therefore, each employee should be committed to preserving and enhancing the NIBE Group's reputation. Any illegal or offensive behavior or statement, including via social media accounts, which could cause damage to the Group should be avoided.

Approved by the Board of NIBE Industrier AB 2025-02-13