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# ABB COMMUNICATION POLICY

## Society

In order to be successful, one has to be willing to listen and to give feedback. Respect for the opinions of others and mutual understanding should be encouraged. ABB Switzerland has a policy of quick, honest, and active communication – both within ABB Switzerland and also with customers, media, government agencies and other important institutions and groups. The willingness and ability to communicate is among the most important leadership qualities for all managers at ABB Switzerland.

## Communication process

ABB Switzerland works toward continuous communication both internally and externally and does not shy away from it. The need for information and the particular perspective of the target group are taken into account in communication planning. ABB Switzerland is genuine and direct – even when delivering bad news.

## Management

The ability of managers to communicate is included as part of their performance evaluation.