

## Media contact

ABB AB and all legal entities within the Swedish ABB Group, including companies controlled by ABB AB

ABB is one of the most well-known companies in Sweden. The image of us is determined in part by what is written, told and shown in media. How we manage media issues is therefore of great importance for how we are perceived by customers, employees, investors and suppliers and a broad general public.

### **Honest and open communication**

At ABB, we believe in listening and engaging in active dialog with respect for the opinions of others. A fundamental requirement in achieving a climate of trust for this dialog is that our communication is honest and open.

### **Correct and factual information**

ABB's information to media must be correct and factual. Supplying incorrect details damages confidence in the company and contravenes our business ethics.

### **High availability**

Openness about our business requires availability. We should always strive to give journalists good service. In specific cases, competition, security or other reasons can motivate restraint when commenting in media. Such reasons should, wherever possible, be notified to the media.

### **Rapid action**

ABB should, whenever possible, take the information initiative. We should provide information as quickly as possible about news concerning the company and/or answer questions from media. This dialog is helped when communication paths have been long established with media.

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Dennis Helfridsson, Managing Director, ABB AB