

Sponsorship

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

Sponsorship is about a commercial partnership between two parties and should benefit both. ABB has sponsorship agreements within sport, culture and the environment as well as social sponsorship.

Purpose

ABB sponsorships aim to develop and strengthen positive perceptions of ABB. The aim is to build long-term relationships with target groups of importance for ABB sales and future, for example with customers, politicians, opinion formers, mass media or parties on the capital market. It is also important that our employees and their families feel an affinity with ABB and are happy in the locations where they work and that long-term recruitment is assisted.

What can ABB consider sponsoring?

- ABB only partner with associations and organizations.
- ABB's sponsorship should be in line with our values and align with the aims previously named.
- ABB only provides sponsorship when we gain a reciprocal benefit that corresponds to the value of the resources invested.
- ABB's sponsorship projects should always have a clear aim and an agreement is to be established for the project in cooperation between the parties.
- ABB does not sponsor individual persons, anything that can be perceived as risk-filled, harmful to the environment or extravagant.
- ABB does not sponsor political or religious organizations.

Agreements in writing

An agreement in writing is always to be established for all sponsorship undertakings between ABB and the association concerned for all investments, large or small. The agreement should clearly specify what reciprocal benefit ABB is to gain from the association/organization.

Västerås, January 1st, 2021



Dennis Helfridsson, Managing Director, ABB AB