

# INVESTOR RELATIONS POLICY

of **SCANDINAVIAN TOBACCO GROUP A/S**

Central Business Register (CVR) no. 31 08 01 85

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# INVESTOR RELATIONS POLICY

## 1. PURPOSE

This investor relations policy contains the main principles for Scandinavian Tobacco Group A/S's ((The Company's) communication with its investors, analysts and other stakeholders in the capital market.

## 2. OVERALL OBJECTIVES

- Ensure that relevant, accurate, balanced and timely information is made available to the capital market as a basis for regular trading and fair pricing of the Company's shares.
- Ensure compliance with applicable rules and regulations for companies listed on Nasdaq Copenhagen A/S ("**Nasdaq Copenhagen**").
- Ensure operation according to good corporate governance principles.
- Ensure that information is channelled back from the capital market to the board of directors (the "**Board of Directors**") and executive management of the Company, as applicable.

STG's Investor Relations aspire

- to ensure that the Company is recognized as an honest, open and reliable company by the investment community and the Company's other stakeholders in the capital market
- to obtain and maintain a broad coverage by analysts and to be well known among institutional investors as well as among Danish private investors.

## 3. INVESTOR RELATION PRACTICES

The Company seeks to achieve these objectives by:

- Communicating with the investors, analysts, proxy advisors and other stakeholders in the capital market through company announcements, the Company's website, conference calls, capital markets days, telephone, emails and other activities directed at investors and the media.
- Organising regular presentations for investors and analysts throughout the year, including road-shows after each financial statement.
- Being knowledgeable, responsive and proactive in the communication and thereby maintain a fair balance between expectations and performance.
- Maintaining easy access to and support by executive management as well as facilitate the on-going dialogue between market participants and executive management.

### **3.1 Authorised spokespersons**

The following persons are authorised to communicate with the investment community:

- The chairman of the Board of Directors.
- The Chief Executive Officer (CEO).
- The Chief Financial Officer (CFO).
- The Head of Investor Relations.
- Such other persons as are instructed and authorized to communicate with the investment community by one of the abovementioned persons on specific matters.

Investors should not rely on statements made by individuals other than the abovementioned persons.

Investor relations aims to engage in all interactions between the Company representatives and capital market participants.

### **3.2 Company announcements, financial, sustainability and remuneration reporting**

Company announcements are published in accordance with applicable law and regulation and the rules for companies listed on Nasdaq Copenhagen and will be made available on the Company's website immediately after release.

Annual and interim financial reports will be published in English and, if decided by the Board of Directors, in Danish, and will be made available on the Company's website immediately after release. Remuneration reporting is likewise published in English and made available on the Company's website immediately after release.

### **3.3 Quiet period**

For a period of four weeks prior to release of the annual and interim financial reports, the Company maintains a quiet period and therefore does not comment on or discuss any matters related to financial results or expectations and will not participate in meetings or presentations within the financial markets

### **3.4 Events and communication**

Upon release of each annual and interim financial report, the Company will arrange a web-casted conference call. In addition to company announcements, the Company engages in continuous communication with investors, analysts and other stakeholders through conference calls, meetings, investor presentations, capital markets days, etc.

When asked to review analyst models and reports, the Company limits its comments to correcting factual historical information, drawing attention to publicly available information, by discussing issues the Company believes are non-material and discussing general factors that that might influence underlying assumptions for future projections. The Company does not provide comfort opinions of exceeding, meeting or falling short of company expectations or consensus market estimates.

### **3.5 Investor relations on Scandinavian Tobacco Group's website**

The Company has an investor relations section on its website, which will include share and investor related information, company announcements, financial calendar, financial reports, presentations as well as a number of other investor related matters.

It will be possible to subscribe to company announcements, press releases and other news on the investor relations section on the Company's website.

As adopted by the Board of Directors on 6 December 2023.

The Board of Directors:

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Henrik Brandt

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Claus Gregersen

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Marlene Forsell

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Dianne Neal Blixt

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Anders Obel

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Henrik Amsinck

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Karsten Dam Larsen

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Thomas Thomsen

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Mark Draper