

## **H+H's IR Policy**

The Executive Board and the Board of Directors of H+H International A/S (H+H) attach much importance to punctuality, openness and transparency in their communication with the outside world as a basis for shareholders' and stakeholders' understanding and evaluation of H+H, its situation and its future.

### **Purpose of Investor Relations**

The purpose is to ensure that relevant, accurate and timely information is made available to the stock market to serve as a basis for regular trading and a fair pricing of the H+H share.

H+H aims at all times to be perceived as visible, accessible, reliable and professional by the stock market. Fulfilment of this aim is pursued while observing the rules and legislation for listed companies on NASDAQ Copenhagen.

H+H seeks at all times to maintain a high and uniform level of information from H+H and to ensure that information from the stock market about H+H is channelled back to the Executive Board and the Board of Directors.

### **IR strategy**

It is important for H+H to be active towards and be known by Danish institutional investors, e.g. by:

- ensuring that external analysis of H+H is available
- arranging and participating in frequent investor meetings throughout the year, including road shows after each quarterly interim financial report
- arranging and participating in presentations for potential and actual investors and analysts on relevant topics and by making contributions to industry conference.
- participate in IR groups and meetings under DIRF (Danish Investor Relations Society) to follow the IR community in Denmark

### Responsible

The CEO is ultimately responsible for the said IR activities; however, the daily IR activities are headed by the Vice President for IR.

### Spokespersons

The following individuals are authorized to communicate with the investment community (including analysts, stockbrokers, individual and institutional investors, media) unless otherwise agreed:

- The CEO,
- The Chairman of the Board of Directors; and
- The Vice President for IR.



Silent period

For a period of three weeks prior to each planned release of full-year and quarterly financial reports, H+H does not comment on any financial related questions.

Company announcements

The publication of company announcements takes place in accordance with the Danish legislation and the NASDAQ Copenhagen rules for issuers of shares. Immediately after publication via the GlobeNewswire news service, the company announcement is also published on H+H's website.

H+H prepares and publishes quarterly interim financial reports with a view to keeping the outside world abreast of its financial situation.

External conferences and presentations

Presentations from public conferences, investor meetings and the like are published on H+H's website in conjunction with the said event.

Meetings with investors and analysts

It is the policy to hold meetings with interested potential or actual investors and analysts regularly in both large and small groups as well as individually. At such meetings, H+H's general situation and circumstances are discussed, but insider information is never disclosed.

When asked to review analysts' draft reports, H+H limits its review and comments to the following:

- Correcting historical factual information
- Pointing out information that is in the public domain
- Provide information that H+H believes is clearly non-material
- Discussing general factors that may influence the underlying assumptions used for future projections.