

COMMUNICATION - SPONSORSHIP STRATEGY

STRATEGIC DOCUMENT

Version 2.1

Valid for: Avinor AS, Svalbard Airport

Date: 14 January 2025

1 PURPOSE

Avinor's sponsorship activities aim to:

- Strengthen Avinor's reputation and public support for its operations
- Enhance the reputation of the airport and air navigation services within the local community
- Foster employees' pride in their workplace and contribute to positive identification with Avinor

2 SCOPE

Effective from 14 January 2025, until further revision.

3 RESPONSIBILITY AND AUTHORITY

The Group's Head of Marketing and Branding is responsible for evaluating and following up on the Group's sponsorship activities and serves as a professional advisor in this area for units and divisions.

Any deviations from the sponsorship strategy, such as in connection with extraordinary humanitarian actions or major national/international sports or cultural events, must be decided by the CEO/Executive Management.

The CEO/Executive Management is also responsible for evaluating proposals for long-term collaborations with cultural institutions. This type of collaboration is not considered sponsorship and is not included in the sponsorship budget. It is part of the effort to create positive customer experiences.

Ad hoc collaboration requests related to festivals and cultural events are evaluated by the airport receiving the request, in consultation with Avinor's Head of Marketing and Branding, and should also be considered as part of the effort to create positive customer experiences.

Other events or commemorations at the airports should generally follow the rules for official ceremonies and flagging as outlined in the Flag Regulations. This is managed locally by each airport. Avinor does not mark days such as International Women's Day, Pride, Turban Day, etc.

4 STRATEGY / POLICY

Principles for the allocation of sponsorship funds:

4.1 Avinor shall be perceived as "the good neighbor"

Avinor's sponsorship funds shall contribute to building support for the work Avinor performs at the airports and within air navigation services.

4.2 Sponsorship funds shall support local initiatives near Avinor's operations and humanitarian causes

It is primarily the airports and air navigation services that customers and local communities associate with Avinor. Therefore, Avinor primarily seeks to build support and positivity for its operations locally through sponsorship activities. Similarly, the head office may provide support for activities in its surrounding community.

Sponsorship funds should primarily be allocated to initiatives for children and youth. Avinor should preferably support activities in sports and culture for children and youth, as well as popular, grassroots cultural events with broad community engagement.

4.3 Avinor's sponsorship initiatives shall maintain a modest profile

Avinor's sponsorship activities shall be characterized by modesty. This should be reflected in the size of the sponsorships, which will primarily consist of several smaller sponsorships. The total amount of sponsorship contributions will vary based on the size of the units (see section 5.3 below).

4.4 Allocation of sponsorship funds shall be conducted in an open and democratic manner

The distribution of sponsorship funds shall be announced in the local press. The announcement must clearly outline the principles Avinor follows for the allocation of sponsorship funds.

The allocation is decided by the management of the respective unit. A local committee may also be established to select suitable candidates, with a lottery used in cases where there are multiple equally qualified candidates.

4.5 Allocation of sponsorship funds requires reciprocation from recipients

Avinor's logo must be prominently displayed on uniforms and/or in membership magazines/websites of the teams, organizations, or events receiving sponsorship funds from Avinor. Any complimentary tickets to games or events included in the sponsorship package should be distributed as fairly as possible among employees through a lottery. The complimentary tickets may also be used as part of Avinor's customer relations efforts.

4.6 Requests for events from voluntary organizations, interest groups, or political parties are declined

Requests for events from voluntary organizations, interest groups, political parties, etc., shall generally be declined, citing the need for equal treatment and the principle that our airports must remain politically and religiously neutral. If an event is nevertheless considered relevant, it must be approved by Avinor's Head of Marketing and Branding.

5 GOVERNANCE AND COMPLIANCE

5.1 Sponsorship activities are the responsibility of the airport manager at each unit

The airport manager is responsible for sponsorship activities at their respective unit. At Oslo Airport, sponsorship activities are delegated to the Group Marketing and Branding department. Sufficient resources must be allocated to manage sponsorship activities in an appropriate manner.

5.2 Sponsorship funds shall be announced once a year

The announcement of sponsorship funds shall take place once a year, preferably through the local press and Avinor's website. The selection process shall be carried out by local management or, if applicable, an internal committee. The final results shall be published on Avinor's website and, if relevant, in the local press.

5.3 The size of sponsorships is evaluated annually as part of the Group's budgeting process

In the past, all units/airports have budgeted for sponsorship funds as part of efforts to strengthen Avinor's reputation. Starting in 2025, this budget has been suspended due to Avinor's financial situation. It is, of course, desirable to continue the sponsorship strategy when our financial situation improves, as this is an important element for each airport to be a visible and positive contributor to its local community. Whether this arrangement will be reinstated will be evaluated annually as part of the budgeting process.

5.3.1 NRK's TV Campaign

Avinor regularly contributes to NRK's annual TV campaigns. This is not charged to the sponsorship budget, and the size of the contribution is determined by the CEO/Executive Management.

5.3.2 Professional Conferences

An annual budget is also specifically allocated for support of professional conferences, such as the Sola Conference, the Flight Operations Forum, and the Aviation Conference. This is decided and managed by the CEO/Executive Management.

5.3.3 The Church City Mission

The collaboration with the Church City Mission is managed and budgeted by HR and is considered both a local sponsorship initiative for the Head Office and a nationwide humanitarian campaign: "Bring Joy to Someone Dreading Christmas"/Annual Christmas Gift.

5.3.4 Bottle Deposit

The allocation of income from bottle deposits is managed by each individual airport. The operational responsibility lies with the airports but may be outsourced to the organization receiving the bottle deposit funds. The duration of the agreements shall be a minimum of 2 years and may be extended. A new agreement will be announced as needed.

5.3.5 Currency Collection Boxes

Airports with currency collection boxes shall donate the funds to the organization designated as the recipient of that year's NRK TV Campaign. The currency collection boxes must have a uniform Avinor design and branding.

5.4 Sponsorship activities shall be reported in the annual report

Reporting on sponsorship activities shall be included in the annual reports of both the units and the Group..