

The Danske Bank Group's Communications Policy

The Danske Bank Group strives through its external and internal communications to give a true picture of the Group's performance and activities. The Group considers constructive relations with both print and electronic media to be important for its operations and aims at full transparency within the confines set by legislation and market competition.

The Danske Bank Group strives to keep existing and potential customers, shareholders, employees, political decision makers and the media up to date on developments in the Group.

The goal is to ensure public understanding and acceptance of the Group's decisions through extensive accessibility and targeted communications.

Accessibility means, for instance, that executives respond quickly to referrals from the media. The Danske Bank Group's Web sites, advertisements and range of printed publications provide insight into ongoing activities for customers and the general public.

Central internal dissemination of information takes place mainly on the Group's Intranet. This ensures that all employee groups are continuously kept well informed of Group objectives and activities.

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