



Communication Policy

DSB



Department responsible: *Communication & Branding*

Approved by: The Board of Directors

Date: 14 November 2024

1. Introduction

DSB's Communication Policy sets the overall framework for DSB's communication and ensures a common basis for the company's approach to communication.

2. Purpose

The Communication Policy must contribute to improving DSB's reputation through consistent, reliable, transparent and consistent communication based on DSB's strategy.

3. Our ambition and targets

We want to inspire confidence in DSB by putting the customer front and centre, by offering reliable and punctual rail services and ensuring cohesion in public transport for the benefit of the green transition in Denmark.

Our overall ambition is for our customers to have a safe, straightforward and smooth journey.

4. How we achieve our ambition and/or reach our targets

Our basic position is that:

- Communication must be based on and contribute to DSB's purpose and strategy
- Communication is crucial to a good reputation and to inspiring confidence in DSB
- A good reputation is important for retaining and attracting the most talented people
- A good reputation is necessary to get the time and focus needed to work and improve relations with business partners

We comply with the policy by:

- Communicating simply, factually and professionally with an understanding and a keen eye for the expectations of customers and the surrounding world
- Having clear messages that are aligned with our purpose, strategy and operations and based on the corporate narrative
- Coordinating messages and external communication across the company
- Ensuring consistent and professional media relations management through the on-duty press officer
- Having a clear structure for which spokespersons speak on what



- Having a clear structure for who handles which stakeholders
- Having a clear structure for internal communication platforms to ensure dissemination of any relevant information at the right time – no more, no less
- Ensuring a common thread running through all written, visual and other communication
- Communicating effectively and appropriately on all relevant platforms

4.1. Impacts, risks and opportunities

5. Organisation, responsibility and approval

The Executive Team of DSB has overall responsibility for approving the policy. The day-to-day responsibility lies with the Deputy Director of Communication & Branding.

6. Interaction with other policies and guidelines

The Communication Policy describes the company's basic position on communication and who can represent DSB externally. It interacts with 'Guidelines for employees' use of social media', which describe the employees' framework for expressing themselves about the company.