

Investor Relations policy

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Controlled by:	-
Approved by:	CEO
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1. Background and purpose

As a company listed on “Merkur Markets” at the Oslo Børs, the Mercell Group shall follow the framework provided by the Norwegian Securities Trading Act, the Norwegian Accounting Act, the Public Limited Liability Companies Act and Oslo Børs’ rules for continuing obligations for issuers of listed bonds. This policy sets out the principles for Mercell’s investor relations activities.

2. Applicability

This Policy applies for all investor relations activity for the Mercell Group (“Mercell”), consisting of the Mercell Holding and subsidiaries, and listed under the ticker MRCEL.

3. Definitions

IR: Investor Relations

4. Principles for Mercell’s investor relations

Mercell shall follow relevant recommendations and market practices for reporting financial and other investor information including the “Oslo Børs’ Code of Practice for IR”.

4.1. Communication form and activities

Mercell’s spokespersons for investor communication are the CEO and the CFO. The company will strive to promote other members of the Executive Management Team for the capital market. However, such contact shall be accompanied by the CEO or the CFO.

Mercell’s communication with the capital markets shall be based on transparency and fulfil the requirement of treating all market participants equally when it comes to access to information.

To ensure accessibility, transparency, compliance and outreach to and for all stakeholders, a well-functioning and compliant Investor Relation website (IR web) is a high priority in Mercell.

Relevant information regarding the pricing of the Mercell’s securities shall be published on the company’s website, as well as through the official distribution channels of Oslo Børs.

Mercell integrates stock exchange releases, press releases, reports and presentations and general meeting documents with its IR web and will offer a subscription alternative for Mercell’s investors through the home page for such documents.

Merzell shall strive to integrate digital solutions to increase the quality and efficiency of the IR activities. Social media is used selectively to support overall IR strategy and to deliver capital market story to relevant stakeholders.

4.2. Financial information

Merzell holds regular meetings with analysts, investors, journalists and employees, but all material new information is first communicated to the stock exchange and published on Merzell's home page.

Merzell does not provide guidance on total financial results, but Merzell may communicate guidance and/or targets for discrete activity areas.

4.3. Corporate Governance

Merzell sees good corporate governance – with a clear distribution of roles and responsibility between the owners, the Board and executive personnel – as crucial to achieve its objectives. In line with the same principle, Merzell shall as part of the annual report provide a “Report on Corporate Governance”. This report will also be made available on Merzell's home page.

4.4. Sustainability

Merzell will on an annual basis describe the sustainability challenges and opportunities related to the business. The purpose is to provide Merzell's stakeholders, including existing and potential shareholders, customers and employees, with balanced information about the company's sustainability exposure and responsiveness.

5. Exceptions from this policy

Any deviation from this policy must be subject to prior approval from the CEO.