

**FirstFarms**

Information and communication policy

1. Objectives of the Communication Policy.....	2
2. Communication Principles.....	2
3. External stakeholders.....	3
4. Internal stakeholders.....	4
5. Methods & tools for our communication effort .....	6
6. Regular company announcements .....	9

**February 2025**

## 1. Objectives of the Communication Policy

The main purpose of FirstFarms' communication policy is to provide the entire group with common guidelines for our communication.

Our objectives are to:

- Promote communication within FirstFarms.
- Foster dialogue between FirstFarms and all our stakeholders.
- Increase our current shareholders' knowledge of FirstFarms.
- Contribute to building a strong professional image for FirstFarms.
- Strengthen FirstFarms' values and DNA.
- Promote internal collaboration to ensure the company remains competitive and innovative.

## 2. Communication Principles

Communication, like everything else in FirstFarms, is based on our company values – Responsibility, Respect, Passion. Therefore, all communication within FirstFarms must be:

- **Credible and of high quality**, as we take responsibility for everything we communicate to our stakeholders.
- **Aligned** with our strategy and objectives.
- **Based on respect** for all our stakeholders and encourage dialogue between us and them.
- **A reflection** of what we are passionate about.
- **Clear**, ensuring that everyone understands what is being communicated.

### Additional Principles:

- Do not communicate in a way that could harm FirstFarms' image and reputation.
- Do not disclose price-sensitive information.
- Do not share information that violates GDPR procedures.
- Comply with insider trading regulations.
- Adhere to applicable accounting standards.
- Communicate in multiple languages.

### 3. External stakeholders

Who	What	How
<b>Customers and Suppliers</b>	Communication should support an open and effective dialogue with our customers and suppliers, encouraging collaboration. Through professional dialogue, we can build trust in our partnerships, which can lead to new innovative solutions that benefit both parties.	<ul style="list-style-type: none"> <li>✓ Through good verbal communication from managers and key employees.</li> <li>✓ Non-verbal communication via electronic channels: <a href="http://www.firstfarms.com">www.firstfarms.com</a>, emails, Facebook, Instagram, LinkedIn.</li> </ul>
<b>Local communities</b>	<p>FirstFarms is an agricultural company, and some of our activities take place near residential areas. It is important for us to establish a good and welcoming relationship with the local communities through effective communication.</p> <p>FirstFarms should always ensure that local communities are informed if they may be affected by our activities. Employees responsible for communication with local communities should seek open dialogue in case of any disagreements.</p> <p>As a responsible company, FirstFarms' communication efforts toward local communities should always promote a responsible image.</p>	<ul style="list-style-type: none"> <li>✓ Through good verbal communication from managers and key employees.</li> <li>✓ Non-verbal communication via electronic channels: <a href="http://www.firstfarms.com">www.firstfarms.com</a>, emails, Facebook, Instagram, LinkedIn.</li> </ul>
<b>Other external stakeholders</b>	<p>FirstFarms has many stakeholders who are interested in the company's daily operations. Therefore, communication efforts should aim to spread knowledge about FirstFarms and promote a positive image.</p> <p>Keeping external stakeholders informed and encouraging dialogue is essential to maintaining stakeholder satisfaction.</p> <p>FirstFarms' communication efforts should also support the recruitment of skilled employees.</p>	<ul style="list-style-type: none"> <li>✓ Through good verbal communication from managers and key employees.</li> <li>✓ Non-verbal communication via electronic channels: <a href="http://www.firstfarms.com">www.firstfarms.com</a>, emails, Facebook, Instagram, LinkedIn.</li> <li>✓ Presentations</li> <li>✓ Dialogue with journalists</li> </ul>

#### 4. Internal stakeholders

Who	What	How
<p><b>Employees</b></p>	<p>FirstFarms' internal communication aims to share knowledge with our employees, thereby strengthening their competencies. Internal information must always be easily accessible. Managers must ensure that relevant information is shared and discussed.</p> <p>Managers must be informed about new or revised policies and procedures. These should be shared and discussed. Communication at FirstFarms is a two-way process, and it is essential that employees can express their opinions through feedback. We believe that respectful dialogue and collaboration foster engagement, making FirstFarms an attractive and exciting workplace.</p> <p>As an international company operating in multiple countries, it is crucial that we communicate effectively to coordinate our activities.</p> <p>Internal communication should support and promote FirstFarms' values.</p>	<ul style="list-style-type: none"> <li>✓ Through good verbal communication from managers on physical meetings and online meetings.</li> <li>✓ Non-verbal communication: 'Employee News'. Monthly reports, <a href="http://www.firstfarms.com">www.firstfarms.com</a>, emails, Facebook, Instagram, LinkedIn.</li> </ul>
<p><b>Board of Directors</b></p>	<p>The Board must always be well-informed to avoid asymmetrical information. Reliable and clear information about FirstFarms' daily operations, strategies, objectives, and results must be shared with all board members. Additionally, they must receive documents requiring their approval before the information is shared for other purposes.</p> <p>The communication efforts should support collaboration and a trusting relationship between the Board and the management.</p>	<ul style="list-style-type: none"> <li>✓ Through good verbal communication from CEO / top management on physical meetings and online meetings.</li> <li>✓ Non-verbal communication: 'Monthly reports, other reports, <a href="http://www.firstfarms.com">www.firstfarms.com</a>, emails, Facebook, Instagram, LinkedIn.</li> </ul>

<p><b>Shareholders</b></p>	<p>Communication between FirstFarms and its shareholders is part of the Investor Relations (IR) activities.</p> <p>The company has a dedicated function for managing IR activities. These activities are organised in accordance with applicable disclosure requirements and the principle of equal treatment of investors.</p> <p>The purpose of communication with shareholders is to keep them informed about the company's activities and developments, for example, to support the correct pricing of the company's stock and increase interest in the stock among existing shareholders.</p> <p>FirstFarms strives to provide shareholders with clear and easily accessible information regarding the company's status, financial development, and expectations. FirstFarms aims to promote a positive image among its shareholders. Establishing dialogue and gathering shareholder feedback on company activities is essential. The annual general meeting provides verbal communication to FirstFarms' shareholders, allowing them to gain deeper insight into the company's daily operations.</p>	<ul style="list-style-type: none"> <li>✓ Through good verbal communication from primarily CEO and CFO</li> <li>✓ Non-verbal communication via Annual report, Quarterly reports, Company announcements, Press releases, <a href="http://www.firstfarms.com">www.firstfarms.com</a>, Facebook, Instagram, LinkedIn.</li> <li>✓ Annual general assembly</li> </ul>
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## 5. Methods & tools for our communication effort

Communication tools	Content & scope
<i>Verbal</i>	
<b><i>Communication in general</i></b>	The company has a person responsible for corporate communication. Different employees are responsible for communicating with the company's various stakeholders, ensuring alignment with FirstFarms' communication policy.
<b><i>Annual general assembly</i></b>	<p>All shareholders receive an electronic invitation to the annual general assembly. The assembly serves as a key formal tool for informing shareholders about the company's status, financial development, and expectations.</p> <p>The Chairman of the Board and the CEO's reports from the annual general assembly are published on FirstFarms' website immediately after the meeting. This ensures that shareholders and other stakeholders who were unable to attend can stay informed.</p>
<b><i>Stakeholder tours</i></b>	At present, FirstFarms does not organize shareholder tours. However, shareholders are welcome to contact the company if they wish to visit one of our farms.
<b><i>Presentations</i></b>	The company frequently receives invitations to give presentations at various events for various audiences. It is FirstFarms' policy to evaluate each request positively with the intent to participate, as such opportunities allow the company to address a serious and interested audience with information about FirstFarms.
<b><i>Dialogue with journalist</i></b>	<p>FirstFarms seeks to communicate about the company through the press and therefore remains accessible, open, and honest in its dealings with the media.</p> <p>Agricultural journalists and business reporters from media outlets may be invited to company events. Selected journalists may also be invited to visit the farms.</p> <p>The CEO is the primary spokesperson for the company.</p>

<i>Non verbal</i>	
<b><i>The annual report</i></b>	<p>The annual report is FirstFarms' key external communication tool. In addition to mandatory financial information and figures, it includes various articles and insights reflecting the company's operations, priorities, and initiatives. The report provides an overview of the company's assets, specific production conditions, socioeconomic developments in key investment countries, and expectations for the future.</p> <p>The annual report is also published in English to ensure that international investors can follow the company's progress. Both the Danish and English versions are available in electronic format on FirstFarms' website.</p>
<b><i>Quarterly reports</i></b>	<p>The company publishes a quarterly report containing financial results and expectations for the quarter. The aim is to provide more detailed information about production, yield, and return conditions at individual farms, including benchmarking with relevant data.</p> <p>Quarterly reports are supplemented by video content, which is published on <a href="http://www.firstfarms.com">www.firstfarms.com</a>, Facebook, and LinkedIn.</p>
<b><i>Company announcements</i></b>	<p>It is FirstFarms' policy to issue company announcements when required by applicable stock exchange regulations, based on a strict interpretation of disclosure requirements. Announcements are published only when necessary, adhering strictly to regulatory frameworks.</p> <p>All types of announcements are provided in both Danish and English to ensure that international investors can follow the company and its activities.</p>
<b><i>Press releases</i></b>	<p>Press releases are issued in cases where a company announcement is not required.</p>

<p><b>Website &amp; digital communication</b></p>	<p>The company's website is an essential communication platform. FirstFarms continuously update the website with clear and easily accessible information. All company announcements, quarterly reports, and other relevant information are available on the website.</p> <p>Additionally, shareholders can register their email addresses to receive electronic updates. It is the company's policy to communicate with shareholders electronically. This policy is enforced to the extent that all notifications, including invitations to the annual general meeting, are sent in electronic form.</p> <p>A fully translated English version of the website is available, with continuous updates and maintenance in line with the Danish version.</p>
<p><b>Facebook &amp; Instagram</b></p>	<p>Facebook and Instagram are used to showcase daily life at FirstFarms' locations. Only non-price-sensitive information is allowed to be uploaded. The company's Facebook and Instagram profiles are managed and administered by the headquarter in Denmark.</p>
<p><b>YouTube</b></p>	<p>YouTube is used to post relevant videos about the company.</p>
<p><b>LinkedIn</b></p>	<p>LinkedIn is used to share relevant company announcements, videos, and job postings. The LinkedIn profile is managed and administered by headquarter in Denmark.</p>



## 6. Regular company announcements

Date	Event	Type of announcement	When	Receivers
<b>March</b>				
	Annual report	Company announcement		Nasdaq Copenhagen, FSA, shareholders, stakeholders
<b>April</b>				
	The annual general assembly	Company announcement		Nasdaq Copenhagen, FSA, shareholders, stakeholders
<b>May</b>				
	Q1	Company announcement		Nasdaq Copenhagen, FSA, shareholders, stakeholders
<b>August</b>				
	Q1-Q2	Company announcement		Nasdaq Copenhagen, FSA, shareholders, stakeholders
<b>November</b>				
	Q1-Q3	Company announcement		Nasdaq Copenhagen, FSA, shareholders, stakeholders

Billund, February 2025

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