

INVESTOR RELATIONS POLICY

1. Regulation and policy framework

Nilfisk Holding A/S (hereafter Nilfisk) is a listed company, and therefore obliged to comply with the market abuse regulation and regulations issued by Nasdaq Copenhagen concerning the publication of any material information (inside information), which directly concerns Nilfisk and may affect the value of the company through the share price.

Regulation states that the assessment of whether information is material lies with the listed company and that information that may affect the share price must be made available to all investors at the same time.

To ensure compliance with regulation, Nilfisk has implemented this Investor Relations Policy. The Investor Relations Policy in combination with Internal Rules for compliance with Nilfisk Holding A/S Disclose Requirements jointly form the basis for Nilfisk's capital markets communication.

2. Policy, responsibility and spokespersons

The Executive Management Board of Nilfisk (hereafter executive management) is overall responsible for Nilfisk's investor relations activities and therefore responsible for ensuring that Nilfisk always complies with regulation.

The operational responsibility is anchored with Nilfisk's Head of Investor Relations.

The authorised spokespersons for Nilfisk are:

- Chair of Board of Directors
- President & CEO
- CFO
- Head of Investor Relations

In addition, Nilfisk Investor Relations can interact with relevant equity stakeholders (see 3.3 for more information).

Companies owned directly or indirectly at least 50% by Nilfisk must contact a member of executive management in each case before communicating with shareholders or other stakeholders, such as analysts, shareholders, portfolio managers, journalists etc.

3. Guidelines

3.1 Mission statement for Investor Relation activities

It is Nilfisk's aim to maintain a high and consistent level of information and to be proactive and open in its communication with shareholder related stakeholders within the boundaries of current regulation.

Nilfisk strives to ensure the availability of relevant, true, fair and up to date information for valuation of the share price, while also ensuring compliance with current regulation.

3.2 Disclosure of inside information (price sensitive information)

Inside information must always first be disclosed through Nasdaq Copenhagen by electronic transmission of information. Upon written acknowledgement of completed transmission by Nasdaq Copenhagen, the information may be distributed to other media (e.g. homepage, press, analysts, shareholders, etc).

Inside information must be disclosed as soon as possible.

It is the responsibility of executive management that all inside information is disclosed in a timely manner through Nasdaq Copenhagen.

4.4 Preparation and approval of company announcements

Company announcements must be prepared to avoid ambiguity and to ensure that the market immediately understands the content. The CEO or Chair of the Board of Directors must approve all company announcements.

3.3 Interaction with equity stakeholders

Members of executive management and Nilfisk Investor Relations regularly participate in conference calls, meetings and seminars with relevant equity stakeholders such as analysts, sales and investors.

The purpose of these activities is to discuss and elaborate on information previously disclosed, and to provide an opportunity for these stakeholders to interact with executive management. Nilfisk strives to always ensure that two representatives from Nilfisk are present at such events.

Information provided or discussed must not include inside information. Thus, for example earnings expectations, outlook and potential capital allocation can only be discussed if disclosed in advance via Nasdaq Copenhagen.

Equity stakeholders and media are invited to attend Nilfisk earnings conference call following the disclosure of quarterly and full-year results. The call is publicly available live and afterwards on demand via Nilfisk Investor Relations homepage. The results presentation is available on the website alongside the quarterly and full-year results.

3.4 Homepage

All information disclosed through Nasdaq Copenhagen must be made available via Nilfisk Investor Relations website (<https://investor.nilfisk.com>) without delay. All stock exchange released are immediately distributed to subscribers via email-alerts. Sign up to the distribution list for stock exchange released is possible on Nilfisk Investor Relations website.

3.5 Silence period

Nilfisk maintains a silence period during the 30 calendar days leading up to the date for the release of an Interim Report or an Annual Report. During the silence period, Nilfisk does not comment on or discuss any matters related to financial results, market developments, outlook or other material information.

3.6 Analyst reports

When asked to review equity analyst's models and reports, Nilfisk's policy is to ensure compliance with regulation and limit comments to the following areas:

- Comment on previously disclosed information

- Correct historical facts and verify information
- Pointing out information that is public available
- Discussing general factors that may influence underlying assumptions for future projections

In addition, it is Nilfisk's clear policy never to try to persuade an analyst to change their investment rating.

4. Review of Nilfisk Investor Relations Policy

This Investor Relations Policy is reviewed annually by the Board of Directors to ensure that it meets and facilitates Nilfisk standards for communication with equity stakeholders.