

Press release

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Heimstaden launches Make Room – a sustainable communication concept

Heimstaden, a leading real estate company in Europe, today launches 'Make Room' - a sustainable communication concept with people and life in focus. A concept of diversity, inclusion and belonging, where Heimstaden creates living and workspaces to promote peaceful and inclusive societies.

- The Make Room concept communicate our vision of Friendly Homes where we care for each other and the community we live in, share our experiences and challenges, and dare to make a positive difference in neighbourhoods and people's lives. Make Room connects with our sustainability agenda and objective, says Karmen Mandic, Chief Marketing Communications Officer.

Living preferences changes throughout people's lives; their first apartment, growing family or the desire to move to another country. Whichever it is, Heimstaden is reliable to make room for changes.

- Through surveys, interviews and other activities, we learn and get inspiration from our customers to help them make room for life, businesses, families and friends. Our friendly homes are the foundation, which our customers build upon and fill with meaning and joy, Karmen Mandic continues.

Heimstaden's ambitious sustainability agenda is truly visible in the Make Room communication and Make Room tells the story of making cities and premises inclusive, safe and environmentally friendly, such as:

- Make Room for Eco – how we work with environmental sustainability
- Make Room for You – how we work with customer and employer branding
- Make Room for Everyone – how we work with social sustainability

The launch movie is available on Heimstaden's YouTube channel:

<https://bit.ly/3peyFLa>

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Heimstaden is a leading real estate company in Europe, with a focus on acquiring, developing and managing housing and premises. Through our values Care, Dare and Share, we create value for our owners and friendly homes for our customers. Heimstaden has about 100,900 apartments and a property value of approximately SEK 139 billion. Heimstaden's preference share is listed on Nasdaq First North. The head office is located in Malmö. Certified Adviser is Erik Penser Bank aktiebolag, +46 8-463 83 00 and certifiedadviser@penser.se. For more information, visit www.heimstaden.com
