



Giving Back

- Citizenship Results 2016





Our citizenship mission:
We use our strengths to
support others

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Letter from our CEO

At EnterCard, we create financing solutions that make our customers' lives easier and enable growth for our partners. We issue credit cards and consumer loans to 1.7 million customers in Sweden, Norway and Denmark and 2016 was another successful year for EnterCard.

We are an analytically driven company with a passion for big data. We really care about what we do, about the world around us, and about each other. As we grow and develop our business in the Scandinavian market, we continuously ensure that our growth is sustainable and that we act responsible.

As part of being responsible, we focus on our ongoing citizenship journey. The citizenship journey started a few years ago and we feel that citizenship is now a part of our DNA and everything we do. In citizenship terms, our employees participate and actively give back to the society by donating volunteer hours. 2016 was a great year where we increased the amount of both volunteer hours and volunteers.

This report will show some of the activities we conducted in 2016.

Thank you for taking the time to read our 2016 citizenship report!

“By looking at all the citizenship activity that took place in EnterCard in 2016, I realize that citizenship is now a part of our colleagues and EnterCard’s DNA”

Freddy Syversen
CEO, EnterCard

About EnterCard

We create financing solutions that make our customers' lives easier and enable growth for our partners.

From the very beginning in 2005, EnterCard has built a team of 440 employees serving 1.7 million customers in Norway, Sweden and Denmark. Over the past years, EnterCard has grown significantly and developed into a successful Scandinavian company with offices in four locations: Oslo, Trondheim, Stockholm, and Copenhagen.

Together with our partners and through our own brand re:member, we provide customers with credit cards and consumer loans.

Our values are "PASSIONATE, INNOVATIVE and GENUINE", which reflect everything we do; from our work approach to our corporate culture.

It is important for us to be passionate about what we do and passionate about the customer; to be innovative in the way we work and always look at new ways of doing things;

and to be genuine towards ourselves, our colleagues, customers, partners and owners.

All employees describe in their personal development plans what these values mean to them and make specific targets on how the values contribute to citizenship.

A joint ownership gives new knowledge and insight

EnterCard is a joint venture between Swedbank and Barclays Bank. This means that EnterCard draws on all their experience, as we are the local company that focuses on credit cards and consumer loans.

Barclaycard (owned by Barclay Bank) is a successful and global actor in the card market, and among the largest card issuers in Europe. Swedbank possesses solid knowledge and local presence in the Scandinavian card market.

Our company mission:

We make our customers' everyday lives easier by delivering smart payment and financing solutions.



What does citizenship mean to EnterCard?

Citizenship can be initiatives EnterCard develops or cooperates on with partners to address societal issues, such as the community, economic development or education.

At EnterCard, we have the 5C's. The 5C's concept means that everything we do, all activities and projects, should be considered up against our 5C's (Customers, Colleagues, Citizenship, Company, and Control). Our 5C's guide us in making the right decisions for the future, and guarantee that we keep focus on driving the right initiatives to support our vision and mission, and to execute on our strategies.



Our 5C's help us prioritize what we focus on.

Citizenship is identified as one of EnterCard's 5 C's, which means that Citizenship is one of our core stakeholder in our business. EnterCard views citizenship as a way of responding to our customers' expectations by taking part in the local communities we operate in and addressing our customers' everyday challenges through our business.

EnterCard's citizenship strategy focuses on four important areas:

- Strengthening customers trust in us as a responsible lender
- Volunteering our skills - we use our strengths to support others
- Giving back to society
- Building business reputation

Having in mind the four areas and the focus on young people, EnterCard develops various initiatives in order to contribute to citizenship in Norway, Sweden and Denmark.

Citizenship in EnterCard's DNA

Accountability to corporate citizenship at EnterCard starts at the top, with our CEO, and cascades through our business, including scorecard objectives relating to corporate citizenship.

Citizenship is an important area of our group scorecard. The balanced scorecard is a strategy performance tool used to keep track of the execution of activities. It describes what EnterCard needs to deliver on each quarter. The progress is monitored throughout the year.

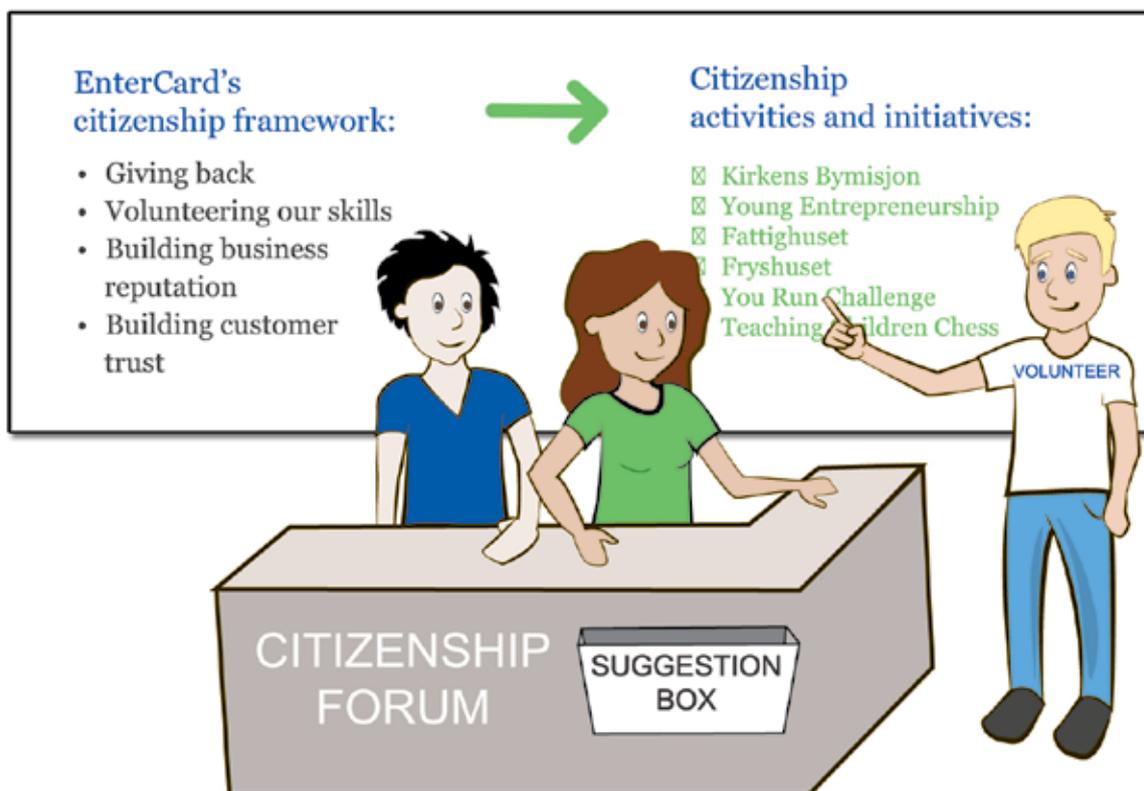
For example, our ambition for 2016 was that 50 % of our employees participated in some kind of citizenship activity and that EnterCard employees spent more than 2000 hours on volunteer work.

Now that we have had citizenship included in the scorecard for some years, we can see that citizenship has become a part of EnterCard's DNA and that it plays a big part in the everyday work life.

The Corporate Communications and Citizenship Department oversees and drives the corporate citizenship strategy. The overseeing includes citizenship that may affect EnterCard's operation, performance and reputation when it comes to the citizenship initiatives and activities.

The Corporate Communications and Citizenship Department coordinates the Citizenship Forum. This forum, comprising leaders and employees from multiple corporate functions and locations, meets once a month to consider what initiatives and activities are suitable for EnterCard while using the strategic framework as a guide.

The Citizenship Forum has the responsibility for executing the local citizenship activities as well as creating stakeholder engagement. The Citizenship Forum makes strategic recommendations on our initiatives, and our leadership approves and acts on these recommendations, taking responsibility for driving our objectives through the organization.



Reputation

What do others say about us?

Being open about how you conduct your business and staying in dialogue with the people that enable you to deliver your services is more important than ever. At the end of the day this influences your reputation which again is a basis for successful business.

Regular feedback from our stakeholders on how they view us will help us improve our business and help managers make the right decisions. EnterCard carries out a reputation survey during fall each year in cooperation with an external partner. The survey is conducted in Norway, Sweden and Denmark.

Through the survey, EnterCard maps key elements like EnterCard's reputation, impression of products and services, innovations, citizenship, workplace, governance, leadership, performance, EnterCard's communication, supportive behavior towards EnterCard and EnterCard's values.

The survey is sent to our partners, other external stakeholders such as suppliers, as well as our own employees. It is important to measure internal views on our reputation up against the external in order to

mirror and compare internal versus external views. The results from the survey in 2016 show that EnterCard has a very good reputation among stakeholders in all markets. The data can be compared year-to-year and sets the bar high in order to improve further. All groups perceive EnterCard as a responsible company and are interested in new trends and industry news.



Image: Reputation Institute

Transparency

Corruption and conflict of interest

EnterCode is EnterCard's own Code of Conduct. It tells you how to act and behave as an EnterCard employee, and provides an overview of what it is like to work at EnterCard.

EnterCard is opposed to all forms of corruption and works actively to ensure that this does not occur in any of our business activities.

All employees go through EnterCode on an annual basis.

Anti-Money Laundering (AML)

All financial institutions need to operate according to regulatory requirements for combating money laundering and terrorist financing.

The AML legislation states that all employees in the financial industry must annually participate in training in how money laundering and terrorism financing is combated within the company.

EnterCard employees must therefore complete the mandatory AML training once a year to ensure that we are compliant.

Internal Control System

Our internal control system consists of five components that pervade our business: control environment, risk identification and assessment, control activities, information and communication and monitoring activities.

Our corporate webpages

On our webpages, there are financial reports available for our stakeholders. There are financial reports for each quarter and annual reports on risk and capital adequacy. On our Scandinavian webpages, there are vocabularies, articles on what to remember when using a credit card, how to shop safely online, what to do if you suspect fraud or scamming and tips on what to do if you have payment problems. All of this to make sure that our stakeholders are responsible credit takers.

Responsible lending is the backbone of EnterCard's business

Responsible lending has always been the backbone of EnterCard's business. We continuously try to improve by explaining clearly to our customers and the public what credit means in practice and what EnterCard does to prevent customers from getting into financial trouble.

When granting credit, EnterCard uses proven methods and customer data in order to offer a personalized credit limit to each individual. We do not grant credit to people with payment marks or people who are under-aged. Our customers also need to have solid income in order to receive a credit card or a loan.

As a responsible lender, EnterCard secures:

- Correct credit limits to the right customer
- Transparency around the communication of our products, terms, interests and fees
- Collated credit check on all applicants
- Personalized payment plans, if needed

A responsible credit taker:

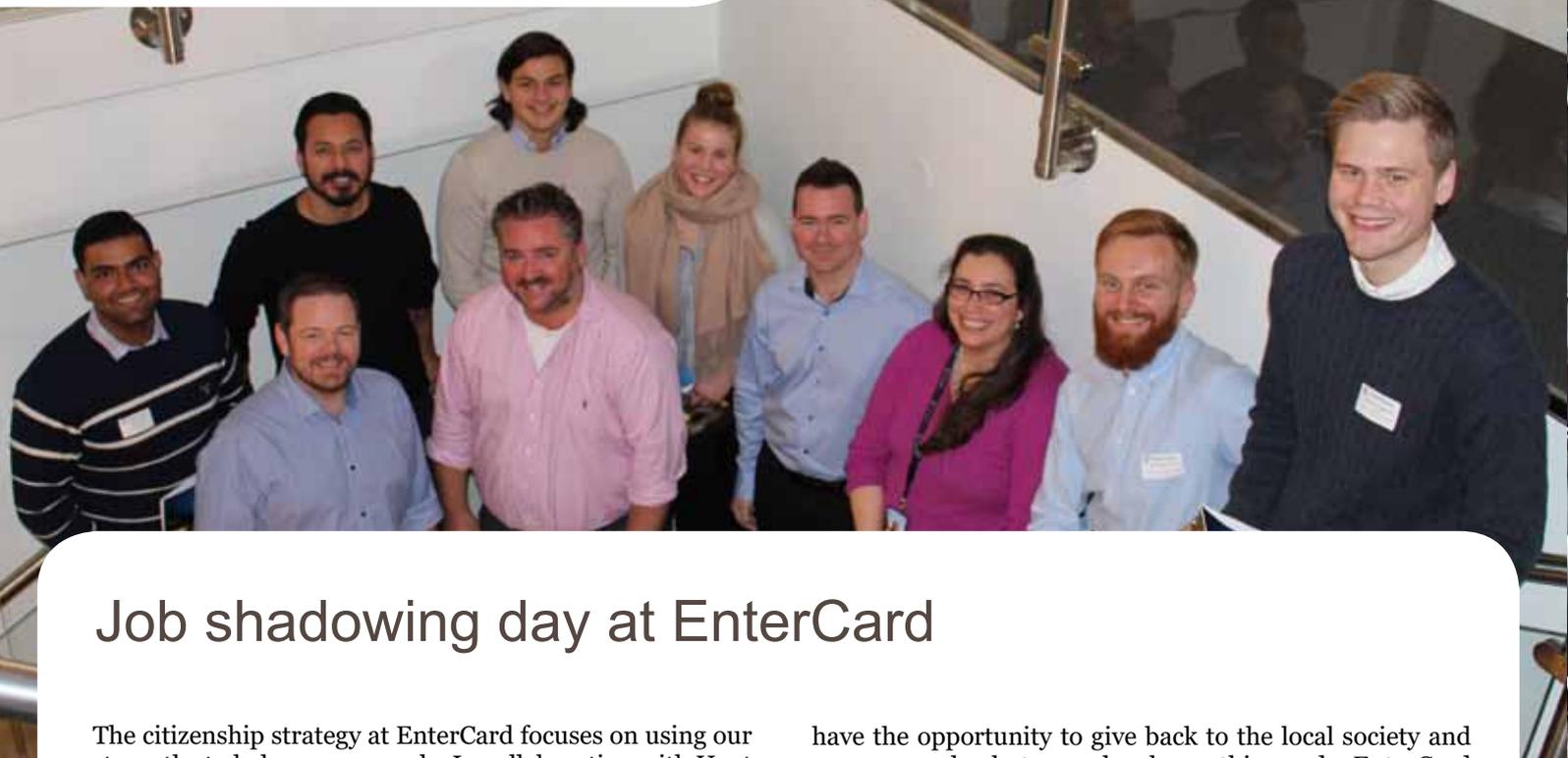
- Does not borrow more money than necessary
- Stays informed regarding the information connected to the loan or credit
- Makes payments in time
- Always intends to pay back
- Contacts us as soon as he/she has issues making a payment on time

Our corporate websites inform and educate customers by text and film in order to make it easy to handle their credit. If unforeseen events make it difficult for a customer to pay back on time we encourage them to contact our customer service center as soon as possible. A small issue can create larger financial troubles if they wait too long to find a solution.

EnterCard takes responsible lending seriously and all credit card applicants must go through an individual credit check before an application for a credit card or loan can be approved.

However, sometimes unforeseen situations can occur which can cause some customers to be unable to pay their invoice on time. If that is the case, our collection department gets in touch with the customer in order to set up a plan on how the customer can get back on track.





Job shadowing day at EnterCard

The citizenship strategy at EnterCard focuses on using our strengths to help young people. In collaboration with Ungt Entreprenørskap, the Citizenship Forum arranged a Job Shadowing Day as a citizenship initiative.

On Wednesday, October 12th, five students came to the Oslo office in order to learn more about the finance industry, about EnterCard and the specific department they were assigned to.

These five students came from schools near Oslo and ranged from 18-23 in age. Though their studies had different areas of focus, all the students had in common that they wanted to learn more about our business. They were introduced to EnterCard, the finance industry and upcoming trends before they lunched with their hosts and got a deeper insight into a specific area / department at EnterCard.

Each of the five students were teamed up with five employees at EnterCard. The students spent some hours in the following departments: Strategic Analytics, Digital – Lean, Commercial – re:member, IT Operations, Digital Proposition and Design.

This is what Martin Joseph H. Mc Carthy, Master student at NMBU had to say about the Job Shadowing Day:

- I was introduced to the concepts of lean and I will most likely include something lean-related for my final master thesis assignment. I have not considered working in this industry before, but after spending the day here at EnterCard this could definitely be an industry I would be interested in.

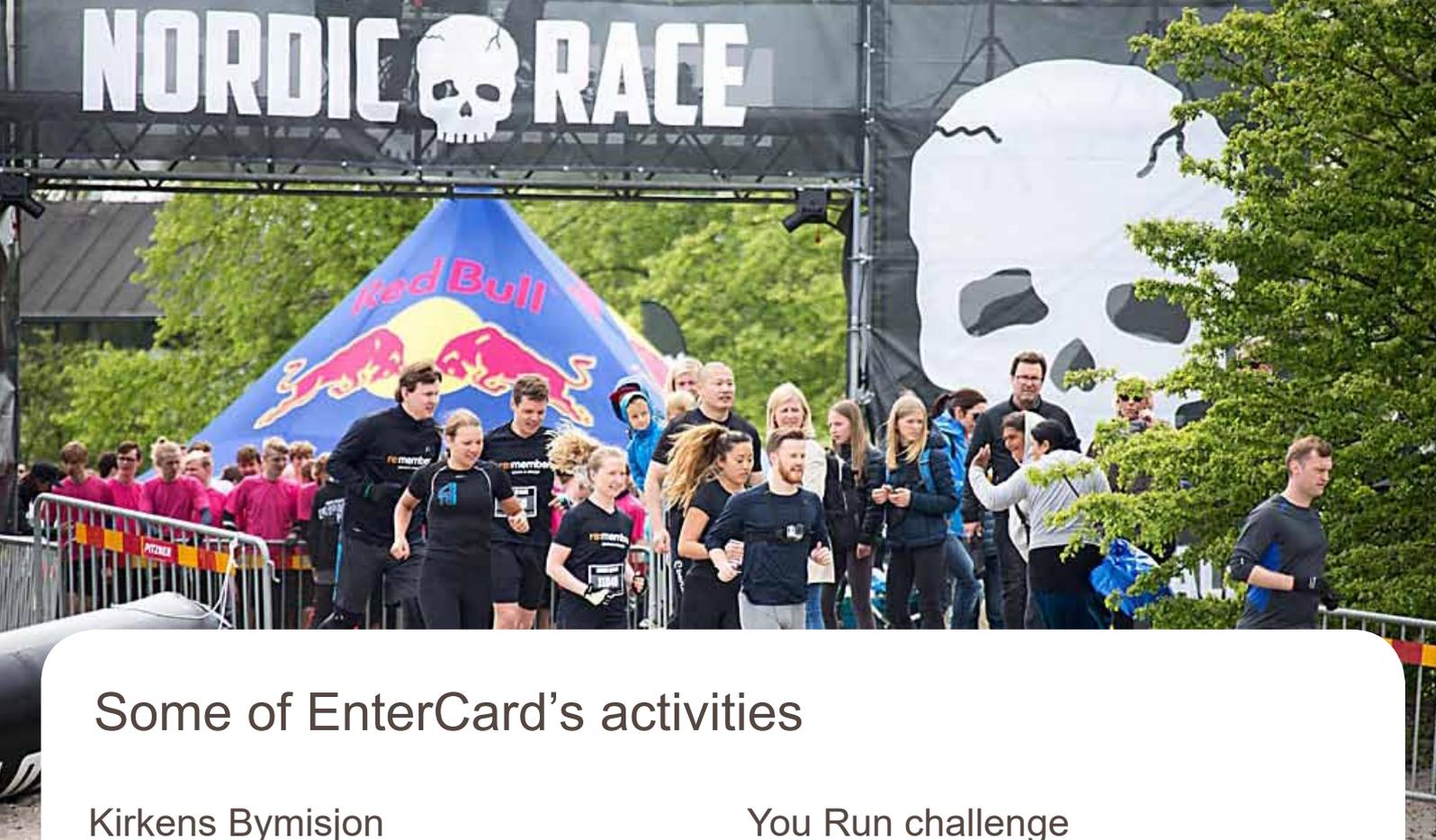
Havivah Mitchell, Senior Change Manager, was excited about the day and had this to say:

- I enjoyed giving a student a glimpse of how the theory he studied at school translates into practice on the job. He asked many good questions and I got to explain what makes my job fun!

Based on the feedback from both the students and the hosts, we see that this was a great success. Not only did EnterCard

have the opportunity to give back to the local society and young people, but we also hope this made EnterCard become an even more attractive employer. Eventually, we hope to do this in our other locations/ offices as well.





Some of EnterCard's activities

Kirkens Bymisjon

In Trondheim, EnterCard established a co-operation with Kirkens Bymisjon where we sent volunteers to help out at their soup kitchen. In addition to this, EnterCard offices in Oslo, Trondheim and Copenhagen also knitted scarves in order to provide warmth to people who struggle and are not looking forward to Christmas.

Young Entrepreneurship

In co-operation with Ungt Entreprenørskap, the EnterCard office in Oslo arranged a Job Shadow Day in October 2016. The event was a whole-day event designed to expose students to the world of work. Students "shadowed" professionals during a normal workday to gain a first-hand look at skills, knowledge, and education required to succeed in a career. It provided a unique opportunity to see the bigger picture and understand how a finance company functions and what a specific role involves.

Fattighuset

By having employees who volunteer at Fattighuset in Oslo, EnterCard gives back to society by donating man-hours. Each month, 7-8 representatives from EnterCard volunteers and helps to distribute food and clothes. EnterCard also volunteers when Fattighuset hands out Christmas gifts to those less fortunate.

Fryshuset

EnterCard contributed to the partnership with Fryshuset in many ways. One way was to invite the group "Children of single mothers" to EnterCard's lounge in Globen. Another event was to invite the same group to Eskilstuna Zoo. During the "Lovely Days" event EnterCard employees donated pre-packed Easter eggs to children and youth at Fryshuset. Employees from EnterCard were involved when Fryshuset hosted the largest entrepreneurship camp (The Camp Connect event) for youths in Sweden.

You Run challenge

For the past two years EnterCard has participated in the You Run challenge and this year was no exception. Ten employees from the Copenhagen office finished the race which is held by the Cancer Foundation.

Teaching children chess

Each month volunteers from the EnterCard Oslo office taught children at Møllergata school chess. The children were also invited to Spektrum to see shows like Disney on Ice, Marvel and Markus and Martinus. In Copenhagen, EnterCard entered into a new co-operation with Ørestad skole, which is located next to the EnterCard office.

A memorable Christmas

EnterCard sponsored "Barnas Jul" by ordering ginger cookies and chocolate. Barnas Jul is arranged by several organizations like Støtteforeningen for Kreftrammede and Foreningen for Hjertesyke Barn. The money is used throughout various hospitals in Norway to make Christmas a memorable one for the children that can't go home.



During 2016:



234

234 EnterCard employees participated in the citizenship activities

2010 EnterCard employee hours logged

2010

63 citizenship activities organized

63

440

Over 440 employees involved from 4 locations in 3 countries representing 40 nationalities

23

During 2016 there were 23 citizenship initiatives. One initiative can have several activities.

SEK 1 000 000,-

SEK 1 000 000,- in total citizenship money granted



EnterCard collaborating with Kirkens Bymisjon

- From the very first time we met with the representatives from Kirkens Bymisjon our co-operation has been a prosperous one. I have thoroughly enjoyed taking part in the soup kitchen, having not known what to expect. The soup kitchen itself is open for everyone on Mondays from 16:00 to 17:30 and Thursdays from 18:00 to 20:00.

What surprised me the most with the guests coming to the soup kitchen is the companionship to be found there. They have their own little society and it's quite touching to see how they interact and take care of each other.

One other cause in which we all can take part of is the knitting scarf initiative (skjerfaksjonen), which means knitting as many orange scarfs as possible before the end of October. I have watched my colleagues with the greatest enthusiasm knitting and talking together during their coffee breaks.

I look forward to continue our co-operation in the year to come together with Kirkens Bymisjon.

Marita Nordli, volunteer in Trondheim

As a part of the citizenship strategy, EnterCard entered into a co-operation with Kirkens Bymisjon in Trondheim spring 2016. With this co-operation, EnterCard can offer employees in Trondheim possibilities to participate in citizenship activities. These initiatives are in line with the citizenship strategy where we use our strengths to support others by giving back to local communities.



Kirkens Bymisjon is an open and inclusive organization and they work with people who in different ways struggle with their everyday life. It is one of the largest humanitarian organizations in Norway. On their web page, they say this about themselves: "We believe in providing room for everyone, because the greatest challenges we see around us are exclusion, isolation and destructive dependency".

So far, EnterCard employees have volunteered at the soup kitchen service in Trondheim. The volunteer session lasted from 13:30 to 17:30 and during this time, the employees from EnterCard peeled and cut heaps of vegetables, boiled kilos of rice, set the tables and served the guests. When the street priest (gateprest) announced the opening, he introduced the volunteer team to the guests. At Kirkens Bymisjon, they call everyone visiting "guests" and they treat them as their guests.

Help someone who is not looking forward to Christmas

In collaboration with Kirkens Bymisjon, EnterCard participates in the "GLED EN SOM GRUER SEG TIL JUL" campaign. Knitting for charity is an old tradition since the Crimean war in 1853. EnterCard employees knit scarves for people in need of some extra warmth in the cold winter and who might not be so excited about Christmas.

Scarves are hung at various places in Oslo and Trondheim. Anyone who feels cold can grab a scarf – free of charge. Kirkens Bymisjon also encourages EnterCard to knit orange scarves to wear themselves during winter in order to show solidarity and the will for a warmer and more including society.

This has been a social and welcoming activity in EnterCard and there are knitting corners in Norway, Trondheim and Copenhagen where employees can sit down for a couple of minutes and continue knit a scarf.



- When we decided to join the knitting project to support the Kirkens Bymisjon charity campaign, it was mainly to have something tangible around our citizenship work/charity work in the office. It soon got adopted as a regular activity, and many employees swap their coffee break with a knitting break these days. EnterCard's engagement with Kirkens Bymisjon is noticed in Trondheim's Chamber of commerce, and we have inspired our competitors to start knitting scarves too!

When we add that studies have found the rhythmic and repetitive action of hand knitting can "help prevent and manage stress, pain and depression"/(Wikipedia) we dare to encourage all EnterCarders to join in the "strikk-off" with the goal to finish as many knitted scarves as possible!

Katharina Hammer Strøm, EnterCard volunteer in Trondheim





Inspire analytical skills through chess

People with an analytical mindset is one of the most important capabilities for EnterCard today and in the future. Chess has scientifically been proven to stimulate analytical thinking, and that is the main reason for choosing chess as one of our citizenship activities.

To be able to do this we teamed up with Sjakkforbundet in Norway and Schackförbundet in Sweden. Below are some of the 2016 activities in our locations:

Chess in Oslo and Copenhagen schools

Every other week EnterCard colleagues visited the neighbouring schools Møllergata skole in Oslo and Ørestad skole in Copenhagen to teach the kids chess. At Møllergata, the kids at the after school programme was taught chess and the second grade at Ørestad skole learned the game from EnterCard employees.

This is what the PA to the Finance Director, Nina Snemyr Kringlen, has to say about her volunteering:

“I joined the sessions at Møllergata because I was interested in the concept and knew very little about chess and I saw it as an opportunity to learn more about it. After being at the school, I noticed how much the kids appreciate and like chess. Their excitement for the game is also inspiring and cool to me as I was never introduced to anything similar as a kid. I have also come to know some of the kids and so I feel a need to support and help them grow both as people and also as chess players.”

The business community met the suburban community

EnterCard participated in the chess tournament “Näringslivet möter förorten» (The business

community meets the suburban community). The event aimed to combat segregation by bringing together people who normally do not meet and share a game of chess.

In the tournament, a child and a businessperson played together and made every other move. A total of 20 representatives from the business community and 20 students from Kvarnbyskolan in Rinkeby participated.

Nordic Queen - empowerment of analytical talents

EnterCard has sponsored chess and chess-related activities for several years now and this year was no exception.

On November 18th, EnterCard welcomed 22 young female chess talents from Sweden and Norway to the Stockholm office. The chess talents spent the afternoon talking to and playing a simultaneous game against International Chess Grand Master Pia Cramling.

Many employees came by to watch the game. Our own employee and chess talent, Dmitrijs Lukasevics even challenged some of the players in friendly games, which was really appreciated by both our colleagues and the visitors.

The chess girls really enjoyed spending time in EnterCard’s offices and trying out the ‘corporate life’ and everything that comes with it (like getting personal name tags, trying the shoe polisher in the reception, eating lunch in a conference room, etc.).







A day at the movie theatre

On December 11th, EnterCard arranged an event in Stockholm and invited single moms and their children for a day at the movie theatre. More than 180 participants showed up for a preview of the 3D computer-animated musical comedy film “Sing”. Six EnterCard volunteers helped set up this event by serving soft drinks, candy and popcorn to all the moms and their children. This event was a co-operation with Fryshuset and their program called Barn till Ensamma Mammor. By doing this, the single moms and their children got an experience they not necessary get every day.

- *This was actually an event that truly got me into a Christmas spirit. It was such a nice environment inside the movie theatre and I witnessed all the joy this activity brought. Seeing all the moms and the children enjoying themselves makes me hope that they want to pass it on someday*”, says Simon Eckersund, citizenship volunteer.

“I am happy for being able to take part of this event. The response we received from the children and their mothers was overwhelming. I feel proud that we are a caring company that takes our citizenship work seriously and that we could reach so many through this activity. It was an inspiring day and I look forward to a new year of Citizenship work together with engaged colleagues, says Erika Blom, organizer of the event.

About Barn till Ensamma Mammor

Fryshuset works with single mothers and children living in economically and socially exposed circumstances, deprived of their basic needs such as decent clothing and leisure time activities. To strengthen their social network and give them the possibility to do things that usually cost money, the project organizes activities for the families, like going to the zoo, to amusement parks or having parties.







Handing out gifts to those less fortunate

In 2016, EnterCard volunteered their skills helping Fattighuset in Oslo to hand out Christmas gifts to those less fortunate. A nearby hotel agreed to lend us a large ballroom where we had the handout.

During December 18th – 22nd, many of the Oslo employees helped hand out gifts to those who needed it the most.

The employees worked in shifts where they contributed with preparations, sorting gifts, making posters, handing out gifts, helping people find gifts and cleaning up after the event. Many of our employees even brought family and friends to the charity event.



“When I first heard about this initiative I also involved my mother in law and brother in law. This was a great opportunity to make a difference before Christmas with my family”, says Tommy Langholm, volunteer in Oslo.





About this report

Reporting year

Information in this report is related to citizenship activities in 2016 (January 1st, 2016 to December 31st, 2016)

Scope

This report covers EnterCard's nonfinancial performance and impact related to the company's regional citizenship work in calendar year 2016 across Norway, Sweden and Denmark.





Feedback

We welcome your feedback on this report and on EnterCard's approach to citizenship.

Please e-mail your feedback to citizenship@entercard.com.

To read more about our activities and citizenship:

www.entercard.com

www.entercard.no

www.entercard.dk

www.entercard.se



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