



Giving Back

- Citizenship Results 2015





Our citizenship mission:
We use our strengths to
support others.

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Letter from our CEO

EnterCard's business is growing. Within the next years we will lend money to more than two million Scandinavian customers through our different lending products. As we grow and develop our business in the Scandinavian market we continuously ensure that our growth is sustainable and that we act responsibly. Responsible lending is the backbone of our business. This is also why citizenship and our role in the society is core for us at EnterCard.

At EnterCard, we have a citizenship strategy that includes everybody. We choose not only to donate money, but also actively participate in the society. We do this because we acknowledge that we learn so much more by meeting people in our communities, face to face. It's not only about giving back, but also listening to our local communities. Only then will we grow both personally and as a company.

All employees are required to consider how they can contribute to our citizenship work in their personal work plans. This has resulted in more than 1200 EnterCard employee hours spent with citizenship partners in Norway, Sweden and Denmark. Many of our 400 employees have engaged in more than 39 different citizenship activities making a difference in somebody's life. I always say, that EnterCard's strongest asset is our people. Our internal values are

innovative, genuine and passionate, and through our citizenship work we prove that we actually live these values every day.

“It's a question of giving back and listening to our communities. Only then we will grow both personally and as a company.”

*Freddy Syversen
CEO, EnterCard*

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



About EnterCard

EnterCard is a Scandinavian company specializing in smart payment and financing solutions. EnterCard's long-term objective is to be a leading provider of consumer financing in Scandinavia.

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 Nordic company with offices in 4 locations: Oslo, Trondheim, Stockholm, and Copenhagen.

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

Our values are "PASSIONATE, INNOVATIVE and GENUINE", which are reflected in 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

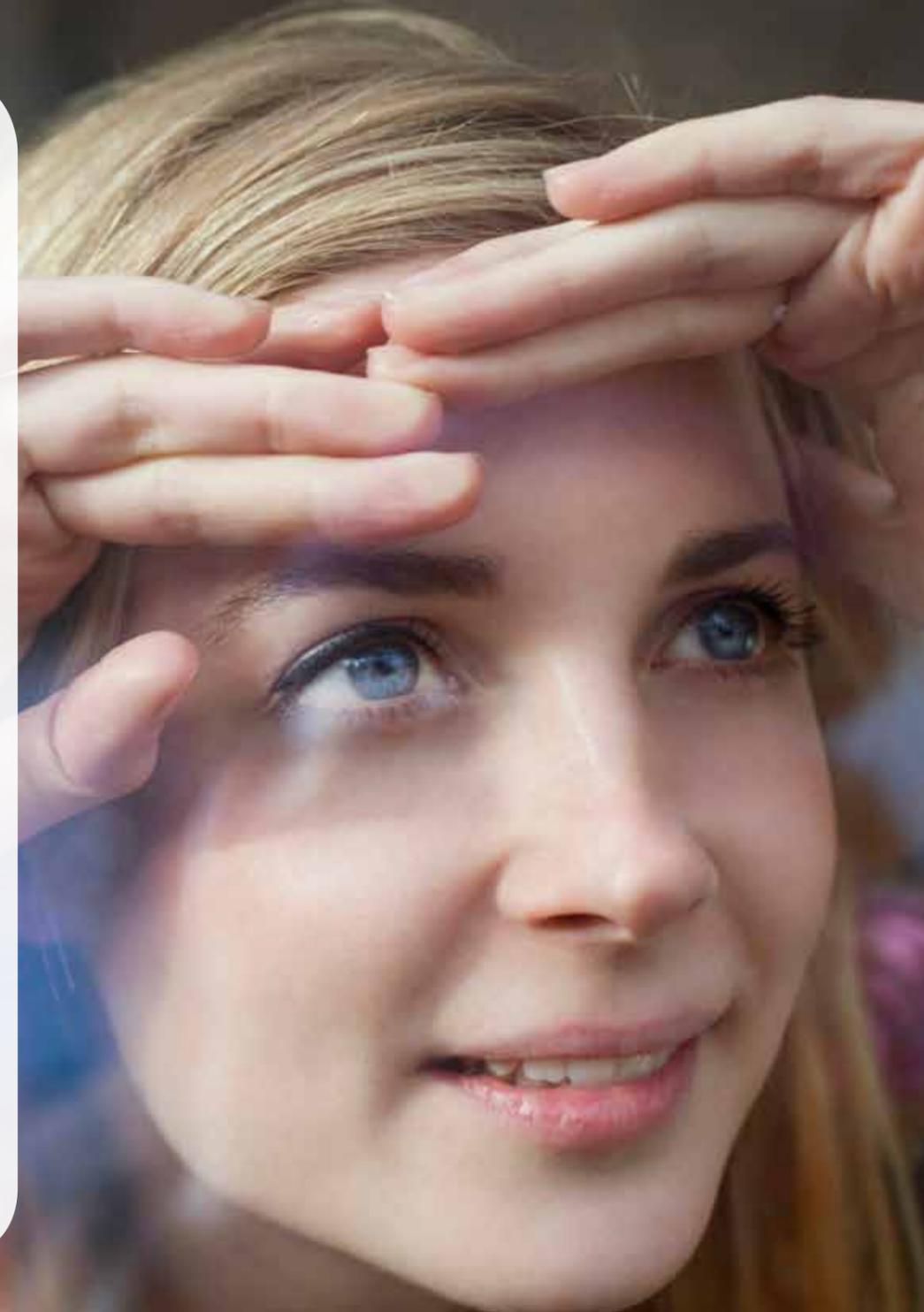
towards ourselves, our colleagues, customers, partners and owners.

All employees describe in their personal development plans what these values mean to them and specific targets on how these plans 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 which focuses on credit cards and 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.





Citizenship at EnterCard

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

In 2012, EnterCard redefined the citizenship strategy and framework, to what EnterCard would deliver on and how the strategy would be implemented in the organization.

More than 200 employees participated in focus groups on how EnterCard should play a role in the society.



Our 5 C's help us prioritize what we focus on. Citizenship is one of the 5 C's.

Citizenship has been identified as one of EnterCard's 5 C's (Company, Colleague, Citizenship, Control and Customer), which means that Citizenship is one of our core stakeholder in our business.

EnterCard views citizenship as a way of responding to our customer's expectations by taking part in the local communities we operate in and addressing our customer's everyday challenges through our business.

The most important elements within citizenship at EnterCard are:

- Strenghtening customers trust in us as a responsible leader
- Volunteering our skills - we use our strenghts to support others
- Giving back to society
- Building business reputation

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

Citizenship governance and reporting

The Group Communications and Citizenship Department at EnterCard oversees the company's policies and programs related to citizenship.

The overseeing includes citizenship that may affect EnterCard's operation, performance and reputation when it comes to citizenship.

At EnterCard there is one citizenship forum with local activity groups. The local activity groups use the strategic

framework as a guide and initiates activities which the citizenship forum agrees on.

The citizenship forum have a day-to-day responsibility for all citizenship related work, including stakeholder engagement.

By having local activity groups in each country it is easy to adapt to local markets' needs and feedback. In addition to local activities, EnterCard has regional activities, like chess.



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. Studies show that companies with high reputations are worth as much as 150% more than those with low reputation. 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 in cooperation with an external partner in all our markets each year. Through the survey EnterCard maps key elements connected to reputation: transparency, sincerity, willingness to invite to dialogue and change our behaviors based on external feedback are important elements.

The survey is sent to our partners, other external stakeholders such as vendors and journalists, 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 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.

The survey conducted in 2015 showed that EnterCard has a very good reputation amongst employees, suppliers and external business partners. There are only small changes from 2014. Worth mentioning from the findings are that EnterCard has strengthened its reputation as a company that supports good causes, and this is a significant driver of the overall reputation. All groups also perceive EnterCard as a responsible company.



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.

Employees cannot take part in a process or decision-making in cases where the person is not completely neutral.

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 Anti-Money Laundry (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.

Simpler communication

Using films and visuals with simple language makes it easier to understand processes and difficult issues rather than regular texts. The feedback on this has been very good so far and we will continue to improve and simplify our communication in the coming years.

We have developed questions and answers regarding what you can do to avoid debt problems and how you can seek help if you have problems. We used students and youth as focus groups to develop clearer and easier communication about lending and financial terms.

Read more on our webpages:
www.entercard.com
www.entercard.no
www.entercard.se
www.entercard.dk



Giving back



Supporting future generations

EnterCard is active in various communities. At the heart of our efforts is the passion of our employees, who generously donate their time.

Responsible lending is the backbone of EnterCard's business

Responsible lending has always been the backbone in our business. We realize, however, that we can do more to explain clearly to our customers and the public what this means in practice and what we actually do to prevent our customers from getting into financial trouble.

During 2015 we therefore strengthened this work. We asked TNS Gallup to conduct focus groups to better understand the general public's perception of responsible lending. It was also important for EnterCard to investigate how the public understand the different terms of our business used to explain terms and conditions for our products.

Not surprisingly, the results showed that there are several words and terms commonly used by the financial sector, that people do not understand. The feedback from the different focus groups clearly stated that it is also important for customers to understand the implications of taking on too much debt. According to the

respondents, a responsible lender is a credit actor that clearly communicates the severity of taking on too much debt. They emphasized clear contract terms and simple language. Small font size and difficult language made them feel insecure and distrust the lender.

To openly reveal the total amount and actual costs and to explain the terms pedagogically on the other hand made them feel secure and trust the lender. They also trusted lenders that offered personalized service with physical branches or accessible customer service that speak their own language.

Based on these findings EnterCard improved the corporate websites and developed a separate section called "consumer information" with simple animated films, word lists and explanations about how our business work. We also produced short films with our own staff that support customers who have questions and explain what we can do to support customers with needs.

In addition to the work with consumer information EnterCard deepened our insights into how responsible lending through a unique cooperation with public debt advisors. EnterCard staff in Norway had dialogue meetings and a common project together with the Ministry that concluded with a joint seminar in April 2015. More than 100 representatives from the public administration governing debt questions, EnterCard and debt collection companies gathered to share experiences and discuss how we can collaborate to provide better financial advice to clients with payment difficulties.

Access to credit is important for many in the community and it has long been desirable to have a better dialogue between the public advisers and creditor. Therefore a project like this was very valuable, stated Egil Rokhaug when he closed the conference in April. Rokhaug was responsible for the project on behalf of the Ministry for Equality and Social Inclusion, which is the ministry that governs consumer politics in Norway.



The video is available at www.entercard.no/forbrukerinformasjon



EnterCard partnered up with Fattighuset in Norway

"I was assigned the afternoon shift at Fattighuset and found it very rewarding. We got to see a completely different side of Oslo and I can't wait to go back."



Jenny Kjus Skaret,
Member of the
Norwegian activity group

Fattighuset is an organization run by unpaid volunteers since 1994. The purpose of Fattighuset is to help less fortunate people by improving their living conditions.

Fattighuset's main priority is to distribute food and clothes. In addition, they also offer support in regards to legal advice, NAV-related issues, government and debt counseling, hair dresser appointments, etc. Approximately 1800 people use Fattighuset every week and about 500 of them drop by every Friday.

One Friday, each month 3-4 representatives from EnterCard volunteers for a shift. The shifts are usually 3-4 hours long. The volunteers hand out food to people in need, help keep an eye on the queue, and stock/sort goods delivered to Fattighuset.



By having employees volunteering, EnterCard is giving back to society by donating man-hours.

Giving back by running

“One of our citizenship initiatives in Denmark this year was to support the You Run Copenhagen. It adds a lot of quality when we, the company and the colleagues, join our forces to do this. We use our spare time, which shows an interest in our workplace and in the relationships we have with our colleagues”



Frederik Murmann,
Head of Legal
Copenhagen

10 runners were off in the first heat on the 10K while the ½ marathon runner took off 30 minutes earlier.

With cheering along the way and their minds on the finish line, all of them finished within time and the person running the ½ marathon arrived not long after the 10Ks.

More than 1459 people participated and YOU RUN collected over 1.3 million DKK to the organizations named; Kræftens Bekæmpelse, Folkekirkens Nødhjælp, Scleroseforeningen, Læger uden Grænser og Red Barnet. A great amount and a great start for a new citizenship initiatives.

EnterCard Denmark chose to support Kræftens Bekæmpelse, as a part of the Danish Citizenship work, by running at a charity event in May 2015.

On a sunny Sunday, 11 EnterCard runners suited up in re:member branded running wear, headed out to the Black Diamond (the Royal Library) to participate in the charity run: You Run Copenhagen.

Employees decided to run for the Cancer Foundation and the spirit was on top. After stretching and warming up,



Some of EnterCard's activities

Fryshuset

The main partner in Sweden is Fryshuset. Various activities, like football tournaments with refugees, lunch roulette meetings, career ladder program with young people (mentoring program), Easter egg donation and baking for “Lovely Days”, involve employees throughout the year.

Career Ladder

During Spring 2015 four employees from EnterCard SE participated in this program and provided one-to-one support, guidance and encouragement to young people who applied via Fryshuset. The ultimate goal was to help these girls and guys to strengthen their self-confidence and to see new perspectives and opportunities.

Christmas Aid Collection

A yearly regional chairity event where EnterCard employees donate new toys, warm clothes or gift cards for young people in need.

Teaching children chess

Employees from EnterCard teach children in Møllergata chess on a weekly basis.

Fattighuset

One day a month eight EnterCard employees help volunteer at the Fattighuset by handing out food, help keep an eye on the queue, and stock / sort goods delivered to the Fattighuset.

Dansk Folkehjælp

Both a financial contribution and employees volunteering in order to support families and young children.

Aktiv mot kreft

80% of all employees in Norway have registered and are logging work-out points for a good cause. For every one point the employees log, EnterCard donates 1 NOK.

UNICEF

Our employees and EnterCard donated SEK 100 000,- to the Syrian refugee crisis in Europe. EnterCard has a relationship with Unicef and re:member reward customers are also given the option to donate bonus points.

Volunteering our skills

“The kids arrive at the VIP entrance in Globen, then enter the lounge and are served drinks and snacks. Some of the children have never even been to the cinema, let alone a concert, and these evenings are truly memorable for them. It feels amazing to be able to contribute this way, and to give the children a little silver lining in life.”



Karin Avellan-Hultman,
Engaged in the Children
of single mothers events

EnterCard contributes to the partnership with Fryshuset in many ways. One way is to invite the group “Children of single mothers” to EnterCard’s lounge in Globen, Stockholm to watch various events.

“Children of single mothers” is a group within Fryshuset that works with children and mothers living in socioeconomic vulnerability.

Here the children can play, laugh, hang out and get new experiences. The goal is to support and strengthen

children and their single mothers who live under severe circumstances like difficult financial situations, living under threats, having protected identities, are fugitives, etc.

EnterCard brings them to events and provides drinks, sweets and snacks. The kids get to eat and drink as much as they want to.

Many of the children have never even been to the cinema, let alone a concert and have a very difficult situation in everyday life.





Yes2Chess - developing children's analytical skills through chess

Playing chess has scientifically been proven to stimulate analytical capabilities, and this initiative is a great practical example on how we can stimulate our own analytical capabilities in EnterCard.

EnterCard teamed up with Sjakkforbundet in Norway, Dansk Skak Union in Denmark, and Schackförbundet in Sweden for the Yes2Chess project.

It promotes chess to 7-11 year old children by running chess sessions in schools across Norway, Denmark and Sweden. Below are some of the activities in our locations:

The Yes2Chess Finals in London

The Yes2Chess finals were held in London in the beginning of July.

Chess teams with children from Norway, Sweden and Denmark were all present. Even

if the teams did not win the Yes2Chess final in London, they were all winners in their own countries.

SchakFyran in Stockholm

At the end of March, 5 000 fourth graders gathered in the Globe Arena Annex for two days to attend the Stockholm region district finals of SchakFyran.

This was the second year EnterCard supported the nationwide chess tournament by being volunteer referees, with the aim of encouraging young people's analytical thinking.

Chess at Møllergata School

Each Wednesday a group of EnterCard employees teach chess at the Møllergata School in Oslo.

This is what Reporting Analyst in the Oslo office, Malika Ismanova, has to say:

"I'd never guessed I would even play chess. But now I am one of those who teaches chess to the kids at Møllergata school, thanks to EnterCard's citizenship initiative. After a few sessions kids' attitude changes from "will we get sweets today?" to "will you come next week?". They even have the patience to sit through the session. And this makes the whole experience very rewarding. I love it!"



EnterCard Chess Qualifier

Dmitrijs won the internal chess finals in April and got to play against Magnus Carlsen, no. 1 ranked player in the world and reigning World Chess Champion in classical and rapid. Dmitrijs kept up against the world champion for 17. seconds. That was four seconds longer than Bill Gates.

"I was happy when I discovered EnterCard. Besides the position description, I got attracted by company's citizenship activities.

I am glad that now I have a chance to work for the company that supports one of my hobbies - playing chess. It is great to see that this game is promoted both within (e.g., organizing internal championships) and outside EnterCard (e.g., teaching children to play chess and supporting various chess events), as it is an exciting way to improve the industry we work in, increasing overall analytical skill level, and bring a lot of fun to chess fans."

- Dmitrijs Lukasevics (EnterCard employee)

During 2015:

39 citizenship activities organized

1200 EnterCard employee hours logged

120 EnterCard employees have participated in the citizenship activities

SEK 1 000 000,- in total citizenship sponsor money granted



Yearly reach of EnterCard's citizenship program:

3250 employees, family members and members of the community

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



“As a volunteer referee, to let the kids understand why they are winning or losing the game, is only a small part of the job. The most important thing is to make sure it is a fun day for the kids to participate in the chess tournament and it is a COOL thing to play chess.”

Yamei Song, chess volunteer



“I am passionate about chess, and passionate about teaching chess to these wonderful children.”

Esben Juel Hansen, chess volunteer



About this report

Reporting year

Information in this report is related to citizenship activities in 2015 (January 1st, 2015 to December 31st, 2015)

Scope

This report covers EnterCard's nonfinancial performance and impact related to the company's regional citizenship work in calendar year 2015 across Norway, Sweden and Denmark.



Feedback

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

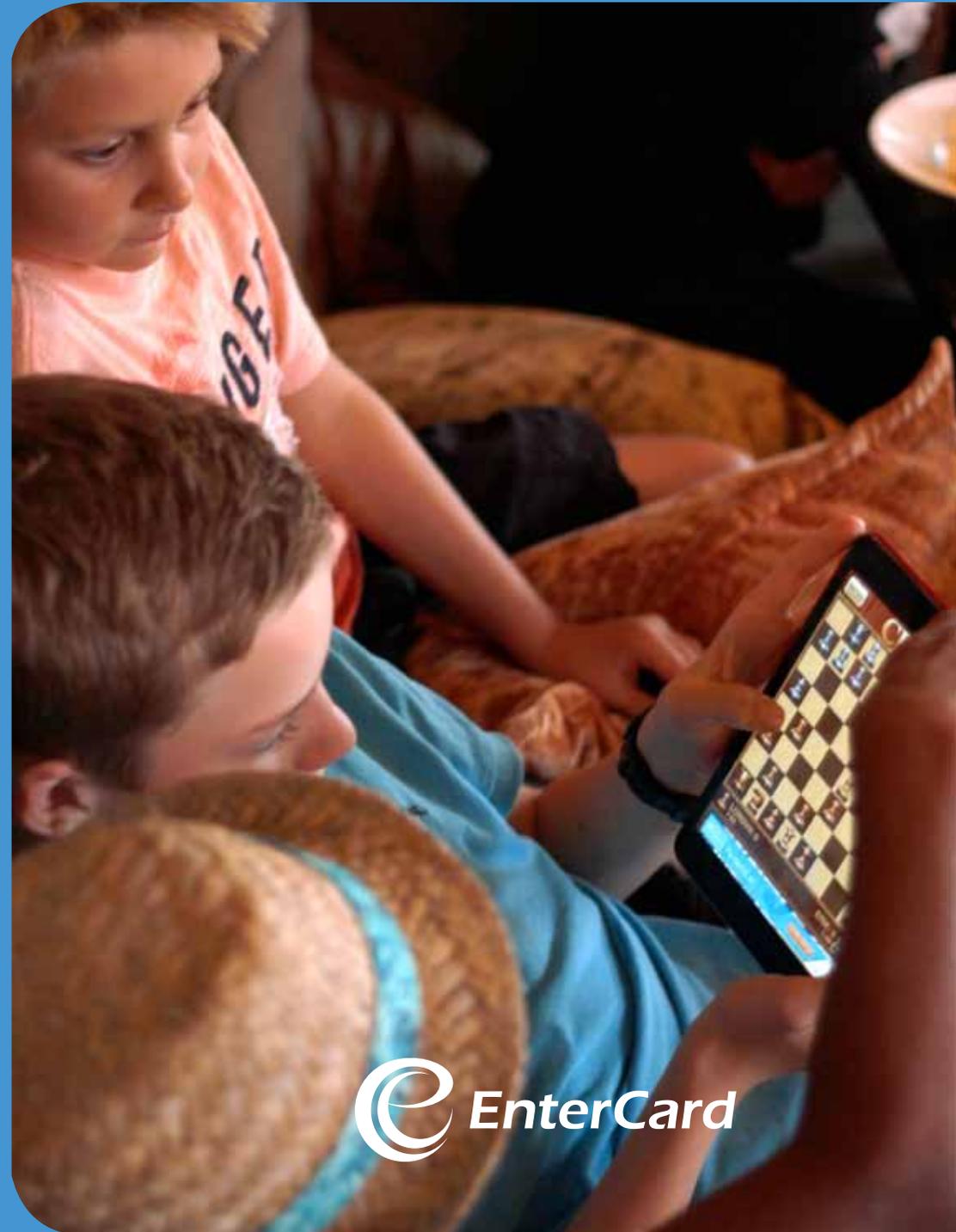


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