

23 Oct 2024

This presentation is marketing communication and has been prepared solely for the Global Child Forum. This material is not allowed to be distributed without the express consent of Danske Bank Asset Management

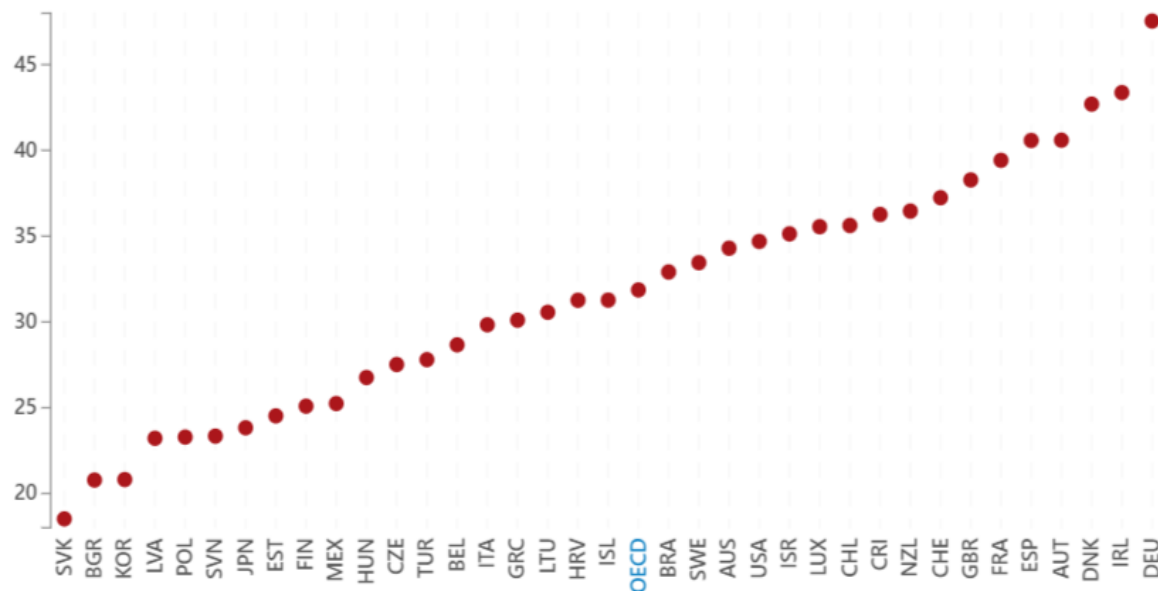


Action Lab 2: The Investor Perspective: Engagement with Investee Companies on Children's and Teenagers' Wellbeing

Background

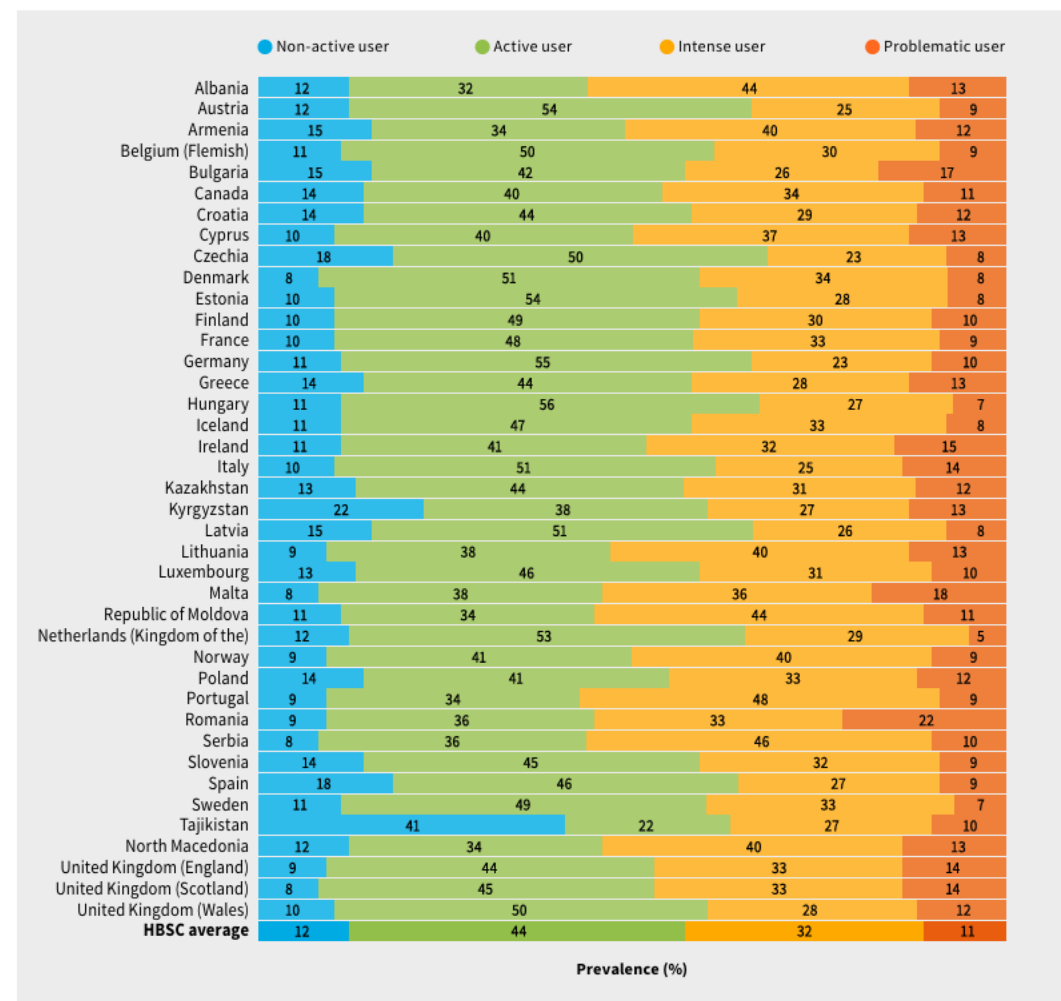
Children who firmly believe the Internet is a great resource for information

15-year-old students who 'strongly agree' with the statement 'The Internet is a great resource for obtaining information I am in (e.g. news, sports, dictionary)', %, latest available



OECD Child Well-being dashboard, accessed in 2024

Fig. 3. SMU four categories by country/region



Note: no data were received from Belgium (French), Denmark (11-year-olds), Denmark (Greenland), Slovakia and Switzerland.

World Health Organization (WHO), Health Behaviour in School-aged Children (HBSC), A focus on adolescent social media use and gaming in Europe, central Asia and Canada

Investor Perspective of Identified Risks and Opportunities for the Sector



Regulatory Compliance

The existing regulatory landscape governing data protection, privacy and content management is likely to be expanded upon on the basis of increased regulatory focus arising from various research findings by public health authorities on the risks and impacts on children.



Reputational Considerations

Risks related to children's rights, including:

- data privacy breaches,
- exposure to harmful or inappropriate content,
- lack of accessibility,
- non-compliance with international standards (incl. unethical AI usage),
- digital addiction (incl. negative impacts on social skills)

if not managed can lead to loss of trust and damage reputation.



Market Opportunities

Opportunities to respond to the developing understanding within society also opens up diverse avenues for innovation and market growth.

Objective of Engagement

To gain insight into the technology sector's management of the indirect risks and impacts of their products and services on the mental health of children and youth

Name	Industry	Region	Country	Global Child Forum Marketplace Score ¹
Company A	Telecommunications	Europe	Norway	9,4
Company B	Telecommunications	Europe	Sweden	9,4
Company C	Telecommunications	Europe	Netherlands	2
Company D	Telecommunications	Europe	Finland	4,8
Company E	Electronics-B2C	North America	USA	1,3
Company F	IT Software & Services	North America	USA	2,3
Company H	IT Software & Services	North America	USA	3,1
Company J	Telecommunications	North America	USA	9
Company I	Telecommunications	North America	USA	4,1

¹ Includes focus on following areas: Product and service safety , Responsible marketing, Products and services that support children and positive messaging.



Disclaimer & Contact information

This presentation has been prepared as marketing communication by Danske Bank Asset Management - a division of Danske Bank A/S ("Danske Bank"). Danske Bank is under supervision by the Danish Financial Supervisory Authority (Finanstilsynet).

The presentation has solely been prepared for the Global Child Forum and may not be further distributed or shared with any third party without Danske Bank's prior written consent.

The presentation must be read in conjunction with the oral presentation provided by Danske Bank Asset Management. The presentation has been prepared for information purposes only and it is not a recommendation, offer or solicitation of an offer to trade a financial instrument. It is not to be relied upon as investment, legal, tax, or financial advice. Always consult with professional advisors as to the legal, tax, financial or other matters relevant to the suitability and appropriateness of an investment.

Reasonable care has been taken to ensure that the content is fair, true, and not misleading. Danske Bank makes no representation to the content's accuracy or completeness, including information obtained from a third party, and accepts no liability for any loss arising from relying on it.

Neither this publication nor any copy of it may be taken or transmitted into the United States of America, its territories or possessions (the 'United States') or distributed directly or indirectly in the United States or to any U.S. person (as defined in Regulation S under the U.S Securities Act of 1933, as amended), including any national or resident of the United States, or any corporation, partnership or other entity organized under the laws of the United States.

Copyright © Danske Bank A/S. All rights reserved. This publication is protected by copyright and may not be reproduced in whole or in part without permission.

Danske Bank Asset Management –a division of Danske Bank A/S
Bernstorffsgade 40 | 1577 København V
Denmark
Company reg. no.: 61 12 62 28
Tel. +45 45 13 96 00
Fax +45 45 14 98 03
<https://danskebank.dk/asset-management>

Danske Bank