

PRESS RELEASE

12 March 2026 09:10:00 CET

Humana recognised as most sustainable brand in Healthcare providers in Sweden for the fourth time

Again, Humana has been recognised as Sweden's most sustainable brand in the healthcare sector according to the Sustainable Brand Index. The award is a result of the company's systematic work with highly specialised and individually adapted care, focus on employee development, and ambitious, scientifically validated climate targets.

The Sustainable Brand Index is Europe's largest independent brand study on sustainability, and the results for 2026 confirm Humana's position as an industry leader in Sweden. For Humana, sustainability is an integral part of the business model.

-We are extremely proud to once again receive this recognition from Swedish consumers. It is proof that our persistent work to provide care that is sustainable for customers, employees, and society at large is yielding results, says Nathalie Boulas Nilsson, President and CEO of Humana.

High customer satisfaction through individually adapted care

At the core of Humana's success is evidence-based and individually adapted care where the individual's needs and quality of life are at the centre. The company systematically measures the customer experience, and in 2025 a Customer Satisfaction Index (CSI) of 85 out of 100 was achieved.

-Reaching a CSI of 85 is a very high rating that shows that our customers and clients feel safe and seen. Our main principle is that care should rest on equal parts commitment and structure to raise the quality of life for each unique individual, continues Nathalie Boulas Nilsson.

Employees – the heart of our operations

Humana is one of the largest private care providers in the Nordic region with approximately 22,000 employees, who are also the company's most important resource. The company continuously invests in systematic work environment management and opportunities for skills development through its own education portal, Humana Academy. In 2025, more than 56,000 internal training courses were carried out in the Group.

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A socially responsible provider with validated climate targets

Humana takes an active role in developing the Nordic care of the future by measuring and analysing social outcome measures, which provides unique knowledge about which treatment is most effective for specific needs.

Humana also conducts ambitious environmental work. In 2025, an important milestone was reached when Humana's science-based climate targets were validated by the Science Based Targets initiative (SBTi). The targets include that Humana will reduce its direct emissions (Scope 1 and 2) by 42 percent by 2030 and reach net-zero throughout the value chain by 2050 at the latest.

For more information, please contact:

Ewelina Pettersson, Head of Investor Relations, 073-074 79 12,
ewelina.pettersson@humana.se

About Us

Humana is a leading Nordic care company providing services within individual and family care, personal assistance, elderly care and special service housing in accordance with LSS. Humana has 22,000 employees in Sweden, Norway, Finland and Denmark providing care for approximately 10,000 individuals and working to achieve the vision "Everyone is entitled to a good life". In 2025, Humana's net revenue was SEK 10,011m. Humana is listed on Nasdaq Stockholm and the company's headquarters are located in Stockholm. Read more about Humana on: <https://www.humanagroup.com/>