



Humana

## Humana most sustainable healthcare provider in Sweden – again!

**Humana has been ranked as the most sustainable brand in the healthcare and care industry in Sweden 2022. It is for the third consecutive year that Humana is top ranked. The ranking is based on the largest independent brand survey in Europe on sustainability, the Sustainable Brand Index.**

– Humana’s raison d’être is to contribute to society’s positive development through sustainability at both individual and societal level. We are therefore of course happy to be recognised as the highest ranked brand in terms of sustainability in our industry in Sweden – for three years in a row. This proves that our work reaches beyond our internal company boundaries, says Johanna Rastad, President and CEO of Humana.

Humana’s overall mission is about social sustainability and the operations are managed according to a sustainable strategy, where quality operations, attractiveness as an employer, profitable growth and social responsibility, as well as a strong set of core values, are in focus.

– Most important is that our customers and clients receive the best possible care every day. On top of that it is pleasing that Humana gains such a high level of trust among consumers. This gives energy to continue working in the same positive direction, says Maria Jansson, Sustainability manager at Humana.

The Sustainable Brand Index is conducted by the insight agency SB Insight and is a large-scale brand survey measuring consumers' knowledge and attitude towards a brand based on sustainability. The survey, which has been conducted annually since 2011, covers more than 1,500 brands, 35 industries and eight countries and is based on 70,000 consumers' assessments of the brands and how they are perceived to take environmental and social responsibility.

Read more about Humana's sustainability work and keep an eye out for Humana's Annual and Sustainability report 2021, which will be published in early April.

Read more about Sustainable Brand index.

[https://www.sb-index.com/?gclid=CjwKCAjwIcaRBhBYEiwAK341je\\_RnjxC8WFzavrPKOdTz-3eQ8Q0TZXYA-gznlyDpGjSAAHcoZ2qURoCiGcQAvD\\_BwE](https://www.sb-index.com/?gclid=CjwKCAjwIcaRBhBYEiwAK341je_RnjxC8WFzavrPKOdTz-3eQ8Q0TZXYA-gznlyDpGjSAAHcoZ2qURoCiGcQAvD_BwE)

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*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 16,000 employees in Sweden, Norway, Finland and Denmark providing care*

*for 9,000 individuals and working to achieve the vision "Everyone is entitled to a good life". In 2020, Humana's operating revenue was SEK 7,797m. Humana is listed on Nasdaq Stockholm and the company's headquarters are located in Stockholm. Read more about Humana on: <https://www.humanagroup.com/>*