

## THE QUALITY POLICY

In **Emak** we are convinced that Quality is not just an abstract concept, but is rather a way of guiding every action in the pursuit of our mission:

***"Cutting-edge solutions with the best value for customers"***

*We aim to be one of the leaders in Europe in the field of lawn and garden maintenance in the supply of technological solutions and cutting-edge services, bringing efficiency and convenience to the activities of our professional clients and consumers, whilst ensuring that they get the best value.*

The objectives of this mission are:

- Satisfying end customers** by anticipating and exceeding their expectations
- Creating value** for the benefit of shareholders and stakeholders (employees, suppliers, distributors and the community)

With these objectives in mind a series of Key Success Factors (KSF) have been established which represent the cornerstones of our Company strategy:

- product quality and innovation;
- level of service;
- competitiveness;
- strengthening of the distribution network;
- human resources and customers relationship development.

We have gained a competitive advantage, which we intend to maintain and improve on, because we have always seen Quality as an ongoing contributor towards the full satisfaction of the client. This can be achieved by anticipating his need for products that are both innovative, safe and reliable, but also useful for the purpose for which they have been bought - and therefore easy and enjoyable to use - while also provided with an excellent pre and after sales service that guarantees the client's loyalty and accompanies him throughout the life cycle of the relationship that it has set up with us ("Customer lifecycle").

From an **Emak** product clients expect this to happen every time and that every time the best value is granted (expected Quality and price correctly placed compared to the competition): to achieve this goal **Emak** intends to take action both on a project and on a process level, contributing, at the same time, to sustainable development. At **Emak** we believe Quality is the result of a joint effort: for this reason the principles and policies of **Emak** permeate all the Company Services and Functions of the mother company, the Group's companies (both production and commercial), the clients and the suppliers.

To this end:

- Emak Management** and all company services/functions consider the correct application of this Quality Policy in compliance with the ISO 9001:2008 **Quality System to be a priority**;
- this Policy is in line and coherent with what is laid out each year in the Business Plan issued by the Company Management;
- the Management, in line with the previously outlined mission objectives, intends to handle the process that leads from the Business Plan to operational action: starting from Key Success Factors and then moving on to define the corporate and management objectives - quantifiable through Key Performance Indicators (KPI) and expected performance levels - it defines the activities for each individual resource (Working Plan);
- the Management further undertakes to identify specific Quality objectives during the regular review of the Quality System and the relative numeric indicators that can help to improve performance;
- the Management is aware of the importance of the contribution that all employees can provide in ensuring that the company objectives are pursued on a permanent basis, and provides Management and all the staff with the necessary input so that they may each constantly strive to maintain the focus of their activities on the previously established priorities;
- every Service/Function is directly responsible for the implementation of the various procedures or instructions that it is concerned with;
- the Quality System Manager has the authority and full responsibility to handle the Quality System and ensure it is abided by the entire organisation and to verify on an annual basis, together with the Management, the suitability of the policies.