

## Quality Management Policy

### 1. Mission Statement

To optimise and drive efficiency, customer service and quality enabling element14 to be the best in the industry for customer satisfaction, element14 will deliver an industry-leading customer experience and service through continual improvement of infrastructure, processes, product and service provision to respond to customer needs, statutory and regulatory requirements.

### 2. Senior Leadership

The element14 Leadership Team are ultimately responsible for ensuring that consistently high-quality service is delivered to customers and that the quality management system is suitable for ensuring that delivery. Support will be given by the element14 Leadership Team through the appointment of management responsible for Quality and the provision of resources to deliver quality control and continual improvement.

### 3. Framework for Objective-Setting

Objectives will be set on an annual basis for the element14 business by the element14 Leadership Team, based on central guidance and targets defined by the Global Executive Team. Objectives and targets will take into account customer feedback to drive continual improvement and will be cascaded to regional senior managers and individually to relevant team members across the business using the group performance management framework. Responsibility will be recorded in the performance management system and individual KPIs will be tracked. Objectives will be reviewed at least every six months by appropriate managers at all levels.

### 4. Monitoring and Measurement

Performance will be measured using internal indicators and customer service metrics to define the business' performance in meeting the requirements to deliver a quality service to customers. External measurements will include the Net Promoter Score measurement for the element14 business and ongoing monitoring of positive and negative customer feedback reviewed by the respective functional managers. Performance against targets will be reviewed monthly by appropriate managers and actions to improve performance will be tracked and reported.

### 5. Communication of this Policy

This policy will be communicated externally on the element14 transactional websites. Internally, this policy will be communicated by the company intranet and departmental managers, as appropriate to the business function.

### 6. Policy Review

The element14 Quality Management Policy will be reviewed for suitability by managers with responsibility for Quality and amendments will be proposed to the element14 Leadership Team as part of the annual Management Review of business management standards.



Zhu Weidi  
President Sales, APAC