

**Declaration of the Management
of
KAI Group Bulgaria
for THE QUALITY POLICY**

Senior management of KAI Group, represented by the Executive director, officially declares its **MANAGEMENT QUALITY POLICY**, which is communicated, understood, implemented, maintained and improved by the staff of the Organization.

**MANAGEMENT POLICY OF KAI Group IS STRATEGICALLY
FOCUSED ON:**

- ✓ **KEEPING THE EXISTING MARKET POSITIONS AND EXPANDING THEM BY OFFERING FUNCTIONAL, AESTHETIC PRODUCTS WITH HIGH QUALITY, MEETING THE NEEDS AND EXPECTATIONS OF INTERESTED PARTIES**
- ✓ **CONTINUOUS TECHNICAL AND INTELLECTUAL DEVELOPMENT ACCORDING TO THE DYNAMICALLY CHANGING MARKET REQUIREMENTS;**
- ✓ **ESTABLISHMENT OF AN OUTSTANDING VALUE FOR OUR STAFF, CONSUMERS, COMMERCIAL AND FINANCIAL PARTNERS, EXTERNAL SUPPLIERS AND OWNERS THROUGH TEAMWORK, ADVANCED TECHNOLOGY AND STRIVING TO ACHIEVE EFFICIENCY OF EACH PROCESS AND ACTIVITY.**

PRINCIPLES OF QUALITY MANAGEMENT:

- **Customer focus** - we are dependent on our customers and we understand very well their current and future needs, we work according to their requirements and strive to exceed their expectations.
- **Leadership and engagement** - senior management creates conditions of unity of purposes and management policy based on the strategy through engagement, guidance, encouragement on people to take part in it. Management by providing a suitable environment for inclusion the whole staff in achieving the goals and encouragement the process approach and improvement; assures identification and addressing the risks and opportunities; implements, reviews and maintains the Management system; assigns responsibilities and authorities; provides resources for maintenance and functioning of the QMS. Identifies climate change as relevant.
- **Engagement of the staff** - staff at all levels represents the core of the Organization. Our aim is to fully engage everyone in our processes so that their capabilities and talents contribute to the organization's maximum prosperity.
- **Process approach** - the desired result can be effectively achieved in the process management of activities and related resources.
- **Improvement** - continuous process of development and achieving better results in the process of satisfying our customers.
- **Evidence-based decision making** - decisions are based on the analysis and evaluation of data and information, including the identification and management of risks and opportunities.
- **Relationship Management** - we together with interested parties and with our external suppliers are interdependent and strive to create trust in our partners for prosperous development and comprehensive enrichment.

In accordance with management policy, the management of KAI Group focuses its efforts in the following areas:

- Establishing the Organization as a world leader in the production of ceramic tiles
- Compliance with applicable Bulgarian and international regulatory requirements to achieve high product quality and effective management of operations
- Monitoring, measurement, analysis and evaluation the characteristics of the processes affecting the quality of products
- Providing systematically training for improving the qualification of human resources and encouraging creativity

- Continuous enhancing of the staff's motivation and establishment the company policy for awareness of personal commitment to ensure the required quality products
- Maintaining and continuously improving the quality of products offered on the market
- Expanding the market share by design and development of new products and introduction of new technologies
- Optimizing processes using modern methods of analysis and control

The foundation for achieving these objectives is the implementation, maintenance, and continual improvement of a Quality Management System conforming to the requirements of ISO 9001.

With the adoption of the contemporary management approach, Management commits to providing adequate resources and a motivated, competent workforce necessary to achieve the stated objectives, and to ensuring the necessary conditions for satisfying applicable requirements of the management system in KAI Group and for its continual improvement.

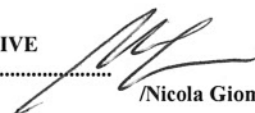
As Executive director of KAI Group

I DECLARE,

**MY PERSONAL INVOLVEMENT AND
RESPONSIBILITY TO THE IMPLEMENTATION OF THE
ANNOUNCED IN THE DECLARATION QUALITY POLICY.**

March, 2026

EXECUTIVE
DIRECTOR



/Nicola Giombini/