



## QUALITY POLICY

*Kraš is the leading manufacturer of confectionery products in Croatia and what's more the largest confectioner in south-eastern Europe. Our product range covering a complete confectionery program such as bars of chocolate and chocolates, sugar confectionery, biscuits and wafers, is well known and highly esteemed on the global market.*

*By applying the supreme craftsmanship and know-how, gained through a century-old tradition, and the experience of our employees, we have created unique products, along with the authentic slogan "Original Kraš quality".*

*We wish to accomplish the goals set out in the Company's mission and strategic guidelines by extending the existing product lines and by developing new products from high-quality and safe non-GMO ingredients under controlled conditions.*

*Through continual improvement of the existing range and the development of new products, manufactured under controlled conditions out of high quality and safe raw materials, we wish to accomplish the quality objectives and the mission of our Company.*

*Within the Quality Management System we apply risk management techniques and maintain monitoring procedures and a self-control system according to HACCP principles, with the aim to ensure quality and food safety of our products.*

*By meeting applicable legal requirements we ensure the consistency in quality, food safety and traceability of products, promoting a good and transparent communication with all stakeholders in the food chain.*

*We shall continue to further develop the high reputation Kraš has on the market by fulfilling the requirements of our customers and by achieving satisfaction of our loyal customers and consumers.*

*This commitment also focuses on specific consumer segments by fulfilling requirements and certifying products according to IFS, BRC, Kosher and Halal standards.*

*By implementing the principles and requirements of the ISO 9001:2008 standard, we shall strive towards the achievement of continuous improvement and increase in effectiveness and efficiency of the processes and of the Quality Management System itself.*

*Each individual has the duty to adhere to the adopted Quality Policy, and to contribute to the attainment of objectives within his/her area of responsibility and authority.*

*Through the achievement of these objectives we shall also establish conditions for creating the overall satisfaction of all employees.*

*The Management Board shall ensure all the material, financial and human resources necessary for an efficient implementation of the Quality Management System and the success of the Quality Policy.*

*President of the Kraš d.d. Management Board  
Damir Bulić, B.Sc. (Econ.)*