

QUALITY POLICY

At **Flexbrands**, a trusted manufacturer of chemical solutions, we are committed to delivering products and services that consistently meet customer expectations, comply with applicable statutory and regulatory requirements, and support our strategic direction. To achieve this, we have implemented a Quality Management System (QMS) based on the principles of **ISO 9001:2015**, which is continuously reviewed and improved to enhance its effectiveness and ensure alignment with our goals.

QUALITY OBJECTIVE

- ☐ **Customer Focus:** Understand and fulfill customer requirements and expectations, ensuring satisfaction and loyalty.
- ☐ **Compliance and Risk Management:** Comply with all applicable legal, regulatory, and customer-specific requirements, while identifying and managing risks and opportunities.
- ☐ **Process Approach and Continual Improvement:** Operate with a process-based approach to ensure consistency, control, and continual improvement in all our operations.
- ☐ **Leadership and Engagement:** Foster a culture of quality through competent leadership, staff involvement, and clear communication of roles and responsibilities.
- ☐ **Quality of Products:** Ensure that our chemical manufacturing processes are controlled, safe, traceable, and capable of delivering products that meet defined specifications.

STRATEGIC DIRECTION

VISION

To be the **leading provider of innovative, high-quality chemical solutions** in Southern Africa, recognized for our commitment to sustainability, customer satisfaction, and continuous improvement.

MISSION

At **Flexbrands**, our mission is to **manufacture and supply safe, effective, and environmentally responsible chemical products** that meet the needs of our customers across various industries.

We are dedicated to:

- Ensuring consistent product quality through strict quality controls and ISO 9001:2015 principles
- Building long-term relationships with customers and suppliers based on trust and performance
- Fostering a culture of excellence, safety, and innovation
- Supporting sustainable development and responsible chemical manufacturing

GOALS

- ☐ **Customer Satisfaction**
Consistently meet or exceed customer expectations in product quality, service delivery, and responsiveness.
- ☐ **Quality Excellence**
Continuously improve our Quality Management System to ensure compliance with ISO 9001:2015 and industry best practices.
- ☐ **Innovation and Development**
Invest in product innovation and R&D to stay ahead of market trends and customer needs.
- ☐ **Employee Development**
Empower and train employees to enhance competence, engagement, and ownership of the QMS.
- ☐ **Operational Efficiency**
Optimize production processes to reduce waste, increase yield, and ensure product consistency.
- ☐ **Health, Safety & Environment (HSE)**
Promote a safe working environment and minimize our environmental impact through responsible chemical handling and sustainability initiatives.
- ☐ **Market Growth**
Expand our footprint in local and regional markets through strategic partnerships and superior product offerings.

Top Management Approvals:

Title: Managing Director Name Johan Brandon Moran Date 01/01/2025

Title: Financial Director Name Xander Van Heerden Date 01/01/2025