

# Quality Policy

of

## SAMPLING INNOVATIONS EUROPE

SAMPLING INNOVATIONS EUROPE SL, a company dedicated to the development of sampling campaigns, gift packs and single-dose retail products, has implemented a Quality Management System based on ISO 9001, ISO 22716 and ISO 13485 standards to improve the service offered to its clients.

The General Management of SAMPLING INNOVATIONS EUROPE focuses on the Quality System as a way of organizing the operations of the company, based on basic pillars such as the quality of its services, customer satisfaction, safety for people and facilities and the continuous improvement and effectiveness of the System. For this, the SAMPLING INNOVATIONS EUROPE Quality Management System is based on:

1. **Service** at the very heart of our business. We recognise how important it is to understand the needs of our customers.
2. **Creativity & Innovation** seeking new & improved solutions for our customers. To be a suitable supplier we must add value.
3. **Appearance** of both staff and facilities. Transmitting professionalism builds trust and credibility.
4. **Awareness** of our individuals and teams working **error free**. Assuming all functions in a responsible manner to meet the demands of a quality service. Employees empowered to contribute beyond their direct responsibility, in order to help avoid mistakes.
5. **Human corporate identity**, building close relationships with employees and encouraging a sense of ownership and belonging to the company. Committed to each other for every one of the roles we play.

For the effective application of these principles and objectives of SAMPLING INNOVATIONS EUROPE, the support of all members of the company is absolutely necessary.

Jordi Calduch Laporta  
Sabadell, March 18, 2020