



QUALITY AND FOOD SAFETY POLICY

Kraš is the leading manufacturer of confectionery products in Croatia and also the largest confectioner in south-eastern Europe. Our product range, which covers a full confectionery programme such as chocolate bars and chocolate desserts, sugar confectionery, biscuits and wafers, is well known and highly esteemed on the global market.

Supreme craftsmanship and know-how gained through a century-old tradition and the experience of our employees have led us to create unique products under the slogan "Original Kraš Quality".

We strive to accomplish the goals set out in the Company's mission and strategic guidelines by extending our existing product lines and by developing new products from high-quality and safe non-GMO ingredients under controlled conditions in order to fulfil the expectations and achieve the satisfaction of our loyal customers and consumers.

With regard to the quality management system, we implement supervision and self-control in compliance with the principles of HACCP and the application of risk management methods.

We are committed to ensuring product safety and dedicated to developing a food safety culture by meeting the applicable legal requirements, ensuring product quality consistency, food safety and product traceability, as well as by implementing a food defence plan and a plan to reduce the risk of food fraud, providing detailed product information to customers and consumers, and educating employees in the field of food safety.

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

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

Each individual must adhere to the adopted Quality and Food Safety Policy and the rules of the quality management system according to the ISO 9001 standard, and within their responsibilities and competence to contribute to achieving continuous improvements and set objectives.

By fulfilling these objectives, we will also create the conditions for achieving the satisfaction of all employees.

The Management Board will provide all the material, financial and human resources necessary for the effective implementation of the Quality Management System and the success of the Quality Policy.

*President of the Management Board
Slavko Ledić, B.Sc. (Econ.)*