

QUALITY POLICY

CROWN PAINTS KENYA PLC, a manufacturer and distributor of paints and allied products, is committed to winning, satisfying, and retaining customers through the consistent manufacture and timely delivery of high-quality surface coating products in compliance with all legal, statutory, and ISO 9001:2015 Standard requirements.

This Quality Policy shall be supported by quality objectives, both of which shall be communicated to employees, made available to interested parties, and reviewed regularly to ensure effective implementation, continued suitability, and the continual improvement of our Quality Management System.

QUALITY OBJECTIVES

- a) **Employee Development:** Continuously engage, empower, and develop employees through professional recruitment and targeted training on their roles within the Quality Management System.
- b) **Customer Focus:** Proactively understand and respond to the changing needs and preferences of customers by managing processes to ensure the timely and consistent delivery of high-quality products and services.
- c) **Zero Defect Standard:** Commit to a zero-defect internal benchmark as a quality absolute, and design, operate, and continually improve our Quality Management System (ISO 9001:2015) accordingly.
- d) **Risk & Opportunity Management:** Systematically review business risks and opportunities, taking appropriate action to ensure business sustainability and the continuous growth of shareholder value.
- e) **Compliance & Safety:** Adhere to all Safety, Health, Environmental, and other statutory requirements by promoting good housekeeping practices and performing jobs correctly the first time, every time.
- f) **Measurable Goals:** Support this Quality Policy and broad objectives with specific, measurable, and time-bound targets, implemented and monitored across relevant functions, levels, and processes within the organization.