



QUALITY POLICY

OUR MISSION:

Provide our customers with the right product assortment and high-quality tobacco products which are developed according to their needs and the latest research & development trends, taking into consideration the environmental impact and stakeholder expectations.

OUR VISION:

- **Keep our market share on the Hungarian and export markets with the sales of our high-quality products and search for further export market opportunities.**
- **Increase the confidence of our customers and partners and the satisfaction of our employees.**
- **Continuously improve our processes by adopting the Lean philosophy.**
- **Search for new business opportunities and alternatives.**

OUR VALUES:

- **Our core value: the knowledge and experience of our employees and their commitment towards the company.**
- **Our cooperation with all the companies of Continental Tobacco Group, our suppliers and our customers to quickly understand market conditions so that we can respond effectively to challenges.**
- **More than 130 years of history and manufacturing experience.**
- **Our company group is a 100% Hungarian-owned company covering the entire tobacco vertical Flexible response to market changes and challenges according to the expectations of the stakeholders.**

OUR MAIN OBJECTIVES:

- **Increase the motivation and competence of our employees to ensure their commitment towards the company and the stakeholders.**
- **Keep and increase our market share by continuous improvement and innovation, new product launches and search for new markets.**
- **Increase the effectiveness of our business processes throughout the whole supply chain. This extends from suppliers through every step of the production process to customer relations.**
- **Via continually improving the effectiveness of the ISO 9001 quality management system we guarantee the satisfaction of our partners and consumers and thus the long term effectiveness and profitability of our factory.**
- **Improving our value-added processes and the reducing losses.**
- **Create a clean, friendly and effective working atmosphere.**
- **Effective realization of our employees' development ideas.**

Sátoraljaújhely, 18.08.2023.

Füzi Csaba
vezérigazgató