



QUALITY POLICY

Building on more than **135 years of professional experience**, **Continental Dohányipari ZRt. is committed to meeting the requirements of its customers and business partners in the agreed quality and quantity, delivered reliably, competitively, and on time**, thereby establishing long-term partnerships based on mutual trust.

We conduct our activities in full compliance with applicable laws, regulatory requirements, and other relevant obligations, taking into account the expectations of interested parties as well as the principles of sustainability and ESG (Environmental, Social, and Governance).

To achieve our quality policy objectives, we undertake to:

- **Place customer and business partner satisfaction at the centre of our operations**, respond quickly and flexibly to their needs, regularly measure our performance, and continuously improve it.
- **Base our decisions on objective data and facts, identify the root causes of problems**, and strive to implement lasting preventive solutions.
- **Continuously improve our processes through the application of Lean and TPM principles**, reduce losses, increase efficiency, and strengthen the competitiveness of our company.
- **Measure, analyse, and manage our processes using a risk-based approach**, ensuring stable, predictable, and high-quality operations.
- **Recognize the professional competence, commitment, and safety of our employees as key values**, support their continuous development, and encourage their active participation in improvement initiatives.
- **Strive for mutually beneficial cooperation with our suppliers and partners**, regularly evaluate their performance, and work together on continuous improvement.
- **Increase the effectiveness and flexibility of our operations through digitalization**, innovation, and the application of modern technologies.
- **Manage our resources responsibly**, seek to reduce our environmental impact, and continuously improve the sustainability of our operations.
- **Continuously improve our ISO 9001 quality management system**, establish measurable quality objectives, regularly evaluate their achievement, and ensure ongoing development.

The management of **Continental Dohányipari ZRt.** is committed to strengthening a culture of quality, customer focus, safety, sustainability, and continuous improvement. We believe that **the foundation of our long-term success is outstanding quality, reliable performance, consistent adherence to deadlines, the commitment of our employees, and the trust of our partners.**

Sátoraljaújhely, July 13, 2026

Zoltán Magyar
Chief Executive Officer (CEO)