



DISTELL

QUALITY MANAGEMENT POLICY

Crafting Quality Excellence Pledge

Quality comes first for everyone in Distell. By complying with our formalised policies, procedures and operating practices, each and every Distell Brandcrafter takes ownership to deliver products and services of exceptional quality to our customers and consumers. In order to contribute to the culture of Quality Excellence, we need work environments that are safe, clean, properly equipped and correctly maintained. We also need well trained Brandcrafters that actively live out Distell's corporate values in their daily work.

Any Distell product is a pledge to our customers and consumers to provide products that are SAFE, that COMPLY WITH LEGISLATION, that are AUTHENTIC and most of all, that meet only the HIGHEST QUALITY international standards.

Our Crafting Quality Excellence ethos is based on the following principles:

- **We exist to delight our Customers and Consumers**

Distell acts in the best interest of our customers and consumers at all times. We listen to the needs and expectations of our customers and consumer and we react to their feedback, making sure that their requirements are always met timeously and consistently. We pride ourselves in crafting brands with stand-out intrinsic and extrinsic product design, and in the delivery of world class products and service to all of our customers. We thrive on constantly raising the bar and innovating to exceed the needs and expectations of our customers and consumers.

- **For us at Distell, Quality is not negotiable**

We have a clear vision of our journey. Our end goal is to have zero defects. To support this vision, Distell Leaders annually review and set Quality Excellence goals. Performance is actively monitored, and all Brandcrafters work diligently to achieve and improve on these goals. We continuously build competence and skills through focused training programmes. Distell also partners with suppliers that share a mutual commitment to Quality Excellence. This sustainable supplier base is continually developed to ensure that all Distell's requirements are met.

- **We Challenge and Improve the Status quo**

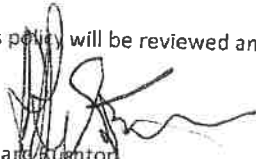
The Supply Chain Excellence Programme supports our journey to zero defects. This programme includes the lean manufacturing principle of Quality at source. This means that quality output is measured at every step of the production process and is the responsibility of each individual involved. We drive programmes to eliminate waste, write-offs and losses in order to improve our margins and to reduce cost. Data is analysed to make fact-based decisions in order to improve our processes and products continuously. We constantly benchmark our performance internally and externally at each stage of the production and distribution process and we learn through applying and sharing best practices throughout the value chain to consistently improve our levels of quality, cost and service.

- **Everyone is Committed to Governance**

All business functions must comply with the Distell Quality Management system (including Quality, Food safety and Regulatory requirements). Compliance and certification are assured against relevant International Quality and Food safety standards.

Each Distell Brandcrafter is accountable for the ownership and delivery of our 'Crafting Quality Excellence Pledge'. We all do so by being committed, focused, disciplined, effective and accountable for meeting and exceeding the laid down daily work practices and routines in our functional areas. We also take personal and collective accountability for meeting the requirements that are defined in our quality policies and guidelines in each area of our value chain. We are constantly vigilant in the execution of our 'Crafting Quality Excellence Pledge' and we are always guided by 'doing the right thing' for our customers and consumers at all times. By following these simple steps, we believe that we can achieve our quest to become a zero defect organization.

This policy will be reviewed annually.


Richard Denton
GROUP MANAGING DIRECTOR

January 2019