

*"Delivering quality and top class service is an imperative objective for us, as well as a point of pride."*

*Attilio Babbi*

**BABBI SRL's** fundamental management policy consists of fully satisfying the expectations of the customers we acquire through our technical and commercial sections, trade fairs, publications and advertising, Internet website and social media, and product sampling initiatives. We aim to offer products and associated services that achieve and maintain a clear impression of professionalism and efficiency, in compliance with all applicable standards.

We want the **BABBI** brand to be perceived by the market as a synonym for quality, here defined as satisfaction of expectations, guaranteed top quality raw materials, and standard process manufacturing.

Our values (quoting from the company's Internet website):

*"Choosing BABBI means benefitting from 70 years of experience and research, 70 years of commitment, dedication, and craftsmanship.*

*Choosing BABBI means keeping one foot in the past, in tradition, in authentic homemade flavours, while the other foot is in the future, innovation, research, and navigating a market in constant and rapid evolution.*

*Choosing BABBI means sharing the founding values of 70 years ago, which have made our company world leaders in traditional ice-cream and masters of outstanding speciality confectionaries."*

As a company **BABBI** are closely tied to the local society and we promote activities for development and socio-cultural wellbeing. We strive to satisfy the needs of all internal and external stakeholders, with a special focus on protecting the environment, and the health and safety of workers.

**This is achieved by following some general directives:**

- a) Ensure a competitive profile for the company on the market.
- b) Guarantee safe working conditions for all collaborators.
- c) Set technical levels and quality standards for company products/services that satisfy the demands and expectations of customers.
- d) Sustain an integrated quality-safety-environment management system, compliant with the reference standards ISO 9001:2015, 14001:2015, and 45001:2018, while aspiring towards continuous improvement, strategic assessment of commercial contexts, satisfaction of stakeholders, and constantly monitoring risks and opportunities.
- e) Ensure efficient control of the primary company processes.
- f) Fulfil all the applicable regulatory requirements, especially as regards health and safety at work, and environmental protection.

g) Reduce the number of accidents and work related illnesses, and strive for constantly improving performance in health, safety, and accident indicators.

h) Support the local society by encouraging environmental protection, tourism, traditions (in partnerships with associations and local councils), sport, and education, when possible giving priority to the involvement of local companies.

i) Training a team of product specialists who can respond to specific requests from our ice-cream shop customers for improvements in the utilization of our products.

j) The possibility of hosting customers and trade operators for visits to the production departments with the aim of illustrating the importance of the organization of the production lines.

k) Clarity and transparency in the drafting of ingredient lists and technical sheets.

l) Attention and sensitivity to religious, ethical, and/or culturally based alimentary requirements, obtaining ethical certifications like Halal, Kosher, and Vegan.

**The directives are implemented by:**

a) Involvement, participation, and consultation of staff in company activities in order to ensure compliance with internal operating procedures and the development of a shared company ethos, through continuous promotion of a culture of quality, environmental protection, and health and safety at work.

b) Anticipating the expressed and unexpressed needs of the market, always evaluating requests from the sales force, designing new products using raw materials compliant with the health and wellbeing requirements of consumers, and always prioritizing the use of ingredients acknowledged as being healthier, even if not the most ideal for process optimization.

c) Striving for continuous improvement using analysis of non conformity and process indicators as key tools.

d) Maintaining and consolidating strategic relationships with the company's longstanding customers with whom we sustain genuine collaborative relations. This includes not always calling for bids on every purchase of goods and services in order to seek out the lowest price, in this way helping to keep products and services at a consistent level of quality.

e) Company elasticity, offering customers top quality products/services, while also proposing optional customizations in order to satisfy their highest expectations.

f) Improving the technical skills of sales agents through internal and external training.

g) Setting up the Babbi Attilio Academy with the aim of organizing training courses for established and potential customers in order to enhance service standards in the sector.

h) External consulting in quality, environment, and safety.

i) Adopting more environmentally friendly methods, optimizing use of energy resources, reducing waste, and safeguarding the health and safety of workers at all levels.

j) Adapting production processes, operating methods and procedures, all the way to product design, with the purpose of constantly increasing the positive factors for religious, ethical, and/or cultural certification.

Management assesses achievement of goals using specific indicators and objectives formalized in a Management Directive, issued at least annually.

The involvement of all personnel is considered necessary to achieve these objectives, with enhancement of individual company roles by way of:

- ✓ Training and awareness raising.
- ✓ Direct participation of all levels of company staff in the continuous improvement program.

Signing of each individual document by the designated managers represents assumption of responsibility for whatever is detailed in the document itself relative to personal function and all the prerequisites of the company procedures.

The Management undertakes to involve all collaborators in these objectives by displaying a copy of company policies in the various places of work.

Bertinoro, 1 March 2022

The Management

