



COMPANY PRODUCT SAFETY & QUALITY POLICY

VISION

Top management and all employees of the **KIBID Ltd** are committed to create business success and future development by supplying the market with high quality products and services that meet the needs and expectations of consumers and customers in terms of premium brands and the requirements of normative documents pertaining to product quality and safety.

Fundamental importance in its domain is dedicated to responsibility that the company assumes to ensure the safety of products placed on the market.

MISSION

KIBID Ltd is committed to maintaining its leadership position, improving the reputation of the brands it imports and consumer confidence, through the implementation and continuous improvement of its product safety management system in accordance with the requirements of ISO 22000:2005, its Quality Management System according to ISO 9001:2008 requirements, provisions of the Statute and relevant regulations, as well as requirements for product quality and safety agreed with customers.

STRATEGY

The following principles of food safety and quality form the basis of the commitment of **KIBID Ltd** to marketing high quality products:

- *High level of quality of products for our customers whose requirements we understand and satisfy unfailingly, on time, and always with minimal costs and negative impact on the environment;*
- *Fulfillment of the highest standards of product quality and safety;*
- *Realization of long-term and fair relations with customers and suppliers, as well as monitoring that suppliers accept the same obligations in terms of product quality and safety through processes of internal and external auditing;*
- *Communication of strategies and results realized in terms of product safety and quality to associates, consumers, customers and key stakeholders who influence or are influenced by the company's product safety management system;*
- *Implementation of constant prevention and control by timely identification and elimination of product safety risks;*
- *Expert training and raising the awareness of all employees to act preventively and work to preserve product safety;*
- *Compliance with applicable regulations of the Republic of Serbia and the EU;*
- *Achievement of set objectives to ensure product safety and improve the quality of our services.*

Belgrade,
9 November 2015

General Manager

Dragana Djujic