



QUALITY POLICY

Mod. 01 Sect. 5 MQ

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In a context of strong evolution and competition, **Diadora S.p.A. UTILITY Brand** aims to continuously improve its products and service provided to the market

To achieve this, it focuses on planning and monitoring business processes through:

- A Quality Management System designed according to ISO 9001 standards to ensure product monitoring, processes and their continuous improvement;
- Researching technological and IT solutions for effective and efficient business activities in response to market needs for excellent quality service.

The company also offers high-quality models by focusing on:

- development and innovation;
- the selection of materials and their components;
- relationships with established suppliers.

Diadora Utility products are designed to be high technology solutions while, at the same time, providing high performance in terms of comfort combined with fashion design, in line with the evolution of the safety and professional footwear and clothing market.

The company wants to expand **UTILITY Brand** visibility penetrating new markets.

Being Human Resource a milestone of the company growth we aim at

- professional internal growth through training programs and the development of corporate welfare;
- Involving all levels of the organization in Utility brand development projects by sharing goals and improvement plans.
- attracting and retaining talents within the brand with the purpose of improving and supporting Know-How.

Moreover, In 2016, the Sustainability function was put in place.

- Such a function is an integral part of **Diadora Vision** and is an increasingly widespread expectation among the stakeholders. Diadora has also defined a medium to long term strategy for a more responsible and innovative business. The implementation of this strategy has already started and will continue progressively through a series of projects, activities and initiatives involving also the Value Chain.

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CEO Diadora S.p.A.