



# QUALITY POLICY

## QUALITY, ENVIRONMENT, HEALTH AND SAFETY POLICY

### OUR MISSION

OUR MISSION IS TO TRANSFORM THE BUILT WORLD BY EMPOWERING VISIONARY DESIGNS WITH INNOVATIVE, SUSTAINABLE SOLUTIONS  
WE ARE COMMITTED TO FOSTERING LIFELONG TRUST, DELIVERING SUPERIOR INSTALLER EXPERIENCES, AND BUILDING A FUTURE WHERE CREATIVITY,  
PERFORMANCE, AND SUSTAINABILITY THRIVE TOGETHER

### OUR POLICY

- L** - **Listen & Build Trust for Life**  
We don't just listen to our customers—we cultivate trustful, long-term relationships with everyone we engage with, including installers, architects, contractors, and partners. By fostering meaningful relationships, we create shared success and deliver value across the supply chain.
- E** - **Empower Installers & Innovate Solutions**  
We ensure that our installers and partners have access to cutting-edge technologies, tools, and training, empowering them to achieve exceptional outcomes. Through continuous innovation, we provide solutions that anticipate and meet the needs of a changing construction landscape.
- A** - **Assure Quality & Sustainability**  
Our commitment to quality and sustainability drives everything we do. We not only meet the highest industry standards but also champion sustainable practices, including minimizing environmental impact, conserving resources, and promoting greener construction practices.
- D** - **Drive Iconic Design & Continuous Improvement**  
We support and enable visionary architectural projects, providing innovative products that help create iconic structures across the globe. Simultaneously, we are committed to continuous improvement, refining our processes, products, and systems to remain at the forefront of the industry.

#### LATICRETE Middle East LLC is committed to:

- Provide Quality products for construction works (tile and stones) and installation solutions consistently to achieve stakeholder's expectations.
- Maintain appropriate resources to deliver the products on time and technical support to the customer.
- Encourage and promote waste minimisation, the sustainable use of natural resources, recycling and energy conservation.
- Identify and establish controls for all environmental impacts.
- Protect the environment by preventing pollution and by striving to minimize atmospheric emissions, waste generation and resource consumption.
- Prevent injury and ill health by eliminating hazards in the activities and reducing risks.
- Establish and review the objectives and targets of the Management System to monitor the performance of the Quality, Environment, Health and Safety and provide available information to achieve the same.
- Continually improve products and services by regularly reviewing Processes, Policies, Quality, Environment, Health and Safety Objectives.
- Review the IMS Policy and Procedures periodically to ensure it remains appropriate to the Context and Scope of the Organization.
- Comply with applicable statutory and regulatory requirements related to the Products and Services, Environmental, Health and Safety.
- Regularly consult with workers through various meetings and ensure the participation of the workers during risk assessment, incident investigation, risk and opportunities identification, and interested party identification.
- Ensure full compliance to the requirements of ISO 9001:2015, ISO 14001:2015, ISO 45001:2018 and continually improve the Management System.

#### The Top Management will periodically review this Policy



RITESH SINGH  
REGIONAL DIRECTOR - LATICRETE MIDDLE EAST L.L.C.