



QUALITY POLICY

The excellence of performance in compliance with the regulations governing the field of activities, together with maximum customer satisfaction are the primary objectives that **M-Cube Group** pursues over time through the continuous and timely improvement of its business processes.

The M-Cube Vision

"To be the leading company in connecting brands with their customers through the emotional power of unique digital experiences."

The M-Cube Mission

"To serve as the trusted partner in delivering transformational retail experiences through cutting-edge digital solutions and unmatched creativity while constantly committing to have a successful and sustainable impact on our people, our customers, and our industry."

The interpretation of the end customer experience is an essential element in the provision of our services, which must be well taken into account in the stages of service provision and design.

Is also M-Cube Group's belief in how important it is to excel in business, the support, involvement and satisfaction of all and at all levels of the Organization.

Involvement that also develops through training related to activities performed in addition to:

- quality policy;
- business objectives;
- the structure and content of the quality management system.

In order to excel in the quality of its processes **M-Cube Group** has established itself by:

- create value by optimizing our processes in a sustainable way;
- carry out a business process monitoring activity through appropriate measurable and necessarily improvable targets;

M-CUBE S.p.A.

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- carry out inspections of the quality management system allowing the identification of improvement areas;
- exploiting the contribution of human resources in business processes;
- Seek suitable resources in order to better satisfy the needs of customers meeting their known or perceived expectations.

The goal of M-Cube Group has always been to respond to the new needs of in store digital marketing expressed by customers through the implementation of advanced services with high-end technological content, in order to create within stores, branches, agencies - but also in the Places open to the public - an engaging and pleasant experience, suitable for the customer, according to the spirit and values of the various realities.

Milano, 15 November 2022

Manlio ROMANELLI
Group President

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