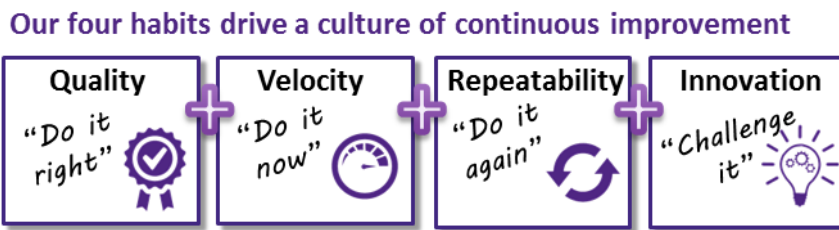


## 1 3di's Quality Policy and Leadership

The 3di statement of purpose “Complexity made clear” is at the heart of our quality management system. It brings together in as few words as possible what 3di is about. This is why our expertise matters to customers. This has to matter to them enough for them to pay us well for that expertise. It also reminds us how we should be communicating with our customers, and within the 3di team, in every respect.

### 1.1 Delivering quality is at the heart of our strategy

Delivering quality for our customers is the solid foundation on which our whole business strategy is based. Without it, nothing else matters.



### 1.2 We have a framework that consistently delivers quality for our customers

We have established a framework so that delivering quality for our customers becomes the natural product of our efforts, every time. Our framework ensures that we can:

- Attract the customers we know we can help.
- Understand what their requirement is each time.
- Agree with them how we are going to meet their requirement.
- Deliver what we agreed, and understand the customer better while we do it.
- Review how we did: within the team, and with the customer.

### 1.3 We maintain an effective quality management system

The management team is committed to meeting the requirements of the ISO9001:2015 standard, and to continually seek to improve our quality management system. Its key components are:

- “Complexity made clear” is our clear statement of purpose.
- Our quality policy communicates the commitment and the context.
- The management team implement the strategy, understand the risks to quality, and establish and review the objectives.
- A dedicated specialist Quality Manager reports directly to the Managing Director and supports and coaches the management team.
- The internal team and wider 3di resources own their objectives and deliver the quality.
- Processes, procedures, documents and records capture and communicate.



## 1.4 We have challenging quality objectives

There is a clear connection between the roles and teams in 3di, and how we deliver quality for our customers. Good and poor quality is visible to everyone, and there are mechanisms, and a culture, in place that makes it possible to discuss quality, and when necessary, how to improve:

- Job Descriptions make the contribution to quality clear. When someone is performing well, they have achieved their quality objectives.
- Quotes, Proposals and Service Descriptions capture what the customer expects. When a customer accepts our work, we have achieved our quality objectives.
- Revenue from customers pays for our ability to deliver quality. When we are meeting our Revenue targets, our Sales and Marketing operations are meeting their quality objectives.
- We monitor customer satisfaction and retention, and new customer acquisition.
- At three tiers of management review (Board Team, Management Team, Functional Teams), we have dashboards of our performance against objectives.
- We are currently evaluating how to implement the Objectives & Key Results (OKRs) methodology as our driving mechanism for managing our performance.

Signed on behalf of 3di Information Solutions Ltd

A handwritten signature in blue ink, appearing to read 'Paul Ballard', is written over a horizontal dotted line. The signature is fluid and cursive.

Paul Ballard, Managing Director

12<sup>th</sup> November 2021