

The management of the Cellularline Group, in accordance with the organization's objectives, has established the Quality Policy in order to provide a structural framework for setting and periodically reviewing quality objectives and ensuring the continuous improvement of the Company.

The purpose of this policy is to keep internal processes under control and to work to ensure that they are effective and suitable for producing services that comply with current regulations and meet the expectations and needs of internal and external stakeholders, who are considered the company's primary resource.

The attention paid to our stakeholders is the purpose of the Cellularline Group, which expresses the firm conviction that it is the human being that makes the difference, not only the technological development.

Meeting the new needs and demands of end users through sustainable innovation and know-how is at the heart of the Group's activities. In fact, it is the virtuous interplay between the human and technological components that makes the difference for healthy development. In this sense, humanizing the technological experience and making it accessible to all takes on a solid and pragmatic meaning of the social and environmental responsibility that the Cellularline Group assumes.

All this is expressed in a vision and a mission, because the company is based on the creation of value for two main categories of stakeholders: professionals and consumers.

For this reason, it was decided to personalize our vision and mission by creating two different values that better define the Group's ambitions and how it intends to achieve them.

For Trade:

- ✓ The Vision is to continuously improve the processes we share with our partners to personalize offers and services through a strategic, data-driven and omnichannel approach.
- ✓ The mission is to be the partner of choice for long-term, sustainable value creation in the digital device accessories market.

For Consumers:

- ✓ The Vision is to be the leading brand group in the digital device accessories market, recognized for its ability to create effective, simple and sustainable solutions.
- ✓ The mission is to foster a synergistic offering of brands that, starting from people's needs, design and implement functional and sustainable solutions to bring the full potential of the digital experience to life.

To this end, by disseminating this document, the Management wishes to involve the entire Group, all its employees at all levels, and all the stakeholders with whom it collaborates, in the pursuit and achievement of these ideals and the continuous improvement of the Company.

In order to achieve this result, the Management is committed to being a real, active and ever-present guide in all activities that affect internal quality, through the dissemination of the concepts set forth at all levels and through the monitoring of the expected results and the development of the skills of its collaborators, aimed at the maintenance, verification, correction and continuous improvement of the system and policies applied.

Signature 11/09/2024

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