

1.0 PURPOSE

The purpose of this policy is to determine the commitments and targets of Naturel Holding and its Subsidiaries for creating an organisational culture which focuses on the needs of customers in the design and delivery of services, continuously listens and acts on the views of its customers, values customer views, feedback and complaints as important sources of information and as opportunities to improve services and to implement best and sustainable practices as per ISO 10002 standards.

Together with its Stakeholder Sub-Committees Naturel Holding and its Subsidiaries continuously work to improve the customer satisfaction standards in line with local and international best practices.

2.0 SCOPE

This policy covers the customer satisfaction management principles of Naturel Holding and its Affiliates.

3.0 PRINCIPLES and APPLICATIONS

Customer Rights

Naturel Holding and its Subsidiaries commit to implementing the best practices expected by their customers as required by consumer rights and laws, and they strive to meet their customers' needs beyond their expectations. They commit to adopt an honest, fair, transparent and accountable approach in all their business relationships and practices in line with UNGC principles, ethics policy, sustainability policy and ESG principles.

Continuous Improvement & Innovation

Naturel Holding and its Subsidiaries emphasize a culture of continuous improvement and innovation in service development to increase customer satisfaction.

Communication and Approach

Naturel Holding and its Subsidiaries value their communications with customers, listen to their customers' feedback when developing management, product, and solution strategies. They assign regional account executives who serve as points of contact with customers, improving communication with customers while working to build closer business relationships.

Naturel Holding and its Subsidiaries consider their customer satisfaction approach across three stages: pre-project, project process and post-project and are open to receive continuous feedback through a transparent and fast communication process with our customers at each step.

Surveys

Naturel Holding and its Subsidiaries send annual and periodical customer surveys and collect customer feedback and complaints, to effectively meet customer expectations and initiate necessary preventive actions.

Transparency and Accountability

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CUSTOMER SATISFACTION POLICY



Naturel Holding and its Subsidiaries provide their customers with sufficient information and openness about how their feedback is considered. They provide regular information to their customers during the evaluation of their feedback.

Protection of Privacy

As per ISO 27001 system and Personal Data Protection Law, Naturel Holding and its Subsidiaries, ensures protection of personal data security and addressing privacy concerns of their stakeholders, including their customers.

Health and Safety

In line with their product responsibility monitoring activities, Naturel Holding and its Subsidiaries work in accordance with ISO 45001 standards which establishes a quality control and management system that effectively manages the health and safety risks for their stakeholders, including their customers.

3.1 Reviewing of Policy

We review this Policy with Stakeholder Sub-Committee once a year, evaluate its effectiveness and make necessary improvements.

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