

## QUALITY POLITICS

The Basic Principles of **HOVIMA** Hotels determine that customer satisfaction is a value in itself and therefore the Company owes its customers 365 days a year and 24 hours a day.

To achieve the highest level of customer satisfaction, quality management is based on the following objectives and commitments:

- Establish a close and permanent contact with customers to be able to anticipate their needs and meet them.
- To measure objectively the level of satisfaction of our customers as a basis to make continuous improvements in our product and our service.
- Promote participatory management and teamwork, encouraging training and learning of the workforce staff.
- We seek to differentiate ourselves by the service that our employees transmit, which must be:
  - With extreme care to the small detail
  - With cordial treatment with the client. The client must feel at home and as the most important person
  - With empathy
  - And above all with a SMILE
- To Guarantee the quality of the product and service, maintaining the margins of profitability that allow us to continue growing and creating wealth, according to the Basic Principles.
- Comply with the legal requirements, the applicable regulations and the commitments subscribed by the Company.
- Improve the efficiency of management processes continuously.
- Maintain and update the management system through the development and compliance of manuals, procedures and instructions that allow its effective implementation; with the policies as a reference framework to establish and revise the annual objectives.

Our policy has been communicated to our entire team and is available to the public, customers and our collaborators. de nuestros colaboradores.

