

QUALITY AND SUSTAINABLE BUSINESS POLICY

I. INTRODUCTORY PROVISIONS

Maistra Hospitality Group (MHG) is one of the leading tourist groups in Croatia, which includes two companies: Maistra d.d., Rovinj, Obala Vladimira Nazor 6, OIB: 25190869349 and HUP-ZAGREB d.d., Zagreb, Trg Krešimira Ćosića 9, OIB: 66859264899. Maistra Hospitality Group operates as part of Adris Group. This Policy applies to both listed companies (hereinafter: Company or Companies).

SUBJECT OF POLICY

This Policy sets out the basic principles of socially responsible business. Certain issues or areas related to the principles and processes set forth in this Policy are regulated in more detail by other acts of the Company (policies, regulations, procedures or other acts).

POLICY SCOPE

This Policy applies to all employees working for Maistra d.d. and HUP-ZAGREB d.d., We expect our suppliers to adhere to the principles and rules described within "Supplier Code of Conduct" and to implement appropriate measures as part of their operations.

II. BASIC PRINCIPLES

Our organization is committed to providing tourism services that meet and exceed the expectations of our guests, creating unforgettable experiences and ensuring the sustainability of the tourism sector.

Through the brands Maistra Collection , Maistra Select , Maistra Camping and Maistra City Vibes, we show our strength, vision, uniqueness and always think about the wishes of our guests.

This Quality Policy is based on the principles of excellence, sustainability, safety and satisfaction of all our users, employees and stakeholders.

Objectives of the quality policy

1. Guest satisfaction

Our primary goal is to ensure the highest level of guest satisfaction through personalized service, hospitality and constant monitoring of their needs and

expectations. Through regular feedback and evaluation, we continuously improve our services to meet expectations.

2. Sustainability and Responsible Business

We are committed to preserving the environment, cultural heritage and local communities through sustainable practices, including waste reduction, responsible use of resources and promotion of environmental programs in tourism. We actively work to preserve the natural beauty of destinations and encourage tourists to behave responsibly.

3. Continuous improvement of the quality of services

We invest in the continuous improvement of all aspects of our services through the introduction of new technologies, innovations and the latest trends in tourism. Through regular trainings, we ensure that our employees have the knowledge and skills necessary to provide high quality service.

4. Safety and health

We ensure a safe and healthy environment for our guests and employees. All aspects of our services, from accommodation to excursions and activities, meet the standards of safety and hygiene, in accordance with international and local regulations.

5. Development of employees and partners

We believe that our employees are the key to success. We provide them with opportunities for professional development through regular training, motivate them to give their maximum contribution and reward them for excellence in work. We also work with local partners and communities to support sustainable and responsible tourism development.

6. Transparency and ethical business

Our business is based on the principles of ethics, honesty and transparency towards guests, employees and all our stakeholders. We maintain clear and open communication, both within the organization and with our clients and partners.

7. Protection of cultural heritage and promotion of authentic experiences

In our tourist programs, we emphasize the importance of the cultural and historical heritage of the destinations where we operate. We encourage the development of authentic tourist experiences that include local customs, gastronomy and traditions, thereby contributing to the preservation of local identity.

Implementation and monitoring

- **Measurement and evaluation:** We regularly monitor the performance of our services through feedback, guest satisfaction surveys, internal controls and other evaluation methods as defined by corporate social responsibility policies. All data are used for continuous improvement of services.

- **Employee responsibility** : Every employee has a key role in the implementation of the quality policy. Everyone is expected to contribute to quality through a responsible approach towards guests, colleagues and the environment.
- **Continuous improvement** : The quality policy will be regularly revised in order to be in line with new trends, standards and market expectations.

This quality policy serves as a guideline for all our activities in tourism, with the aim of creating long-term satisfaction of our guests, employees and partners, and ensuring the sustainable and responsible development of tourism.

III. FINAL PROVISIONS

The policies of socially responsible behavior include the following documents:

- 1) Code of ethics
- 2) Environmental Protection Policy
- 3) Labor Standards and Human Rights Policy
- 4) Child Protection and Safeguarding Policy
- 5) Health and Safety Policy
- 6) Consumer Protection Policy
- 7) Community Policy
- 8) Supplier Code of Conduct.

The responsibility for the implementation of the Policy rests with the Management Board, which ensures the implementation of defined processes, measures and goals. The Management Board, by means of a special decision, prescribes the obligations and responsibilities of individual organizational parts of the Company for the implementation of the Policy.

The policy comes into force with the approval of the Management Board and is available on the Company's website.

All interested stakeholders can send their proposals and complaints to the Company electronically at the e-mail address Sustainability@maistra.hr.