

## 1.0 PURPOSE

As Naturel Holding and its Affiliates; this Policy aims an organisational culture which focuses on the needs of customers in the design and delivery of services, listens and acts on the views of its customers values customer views and complaints as important sources of information for putting things right and as opportunities to improve service delivery.

## 2.0 SCOPE

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

## 3.0 PRINCIPLES and APPLICATIONS

### ***Customer Rights***

We undertake to implement the solution proposals expected by our customers as required by consumer rights and laws, and we offer our customers opportunities beyond their expectations.

### ***Continuous Improvement***

We emphasize a culture of continuous improvement and innovative service development to enhance customer satisfaction. Through efficient analysis of customer feedback, we aim to elevate the quality of our services and perfect the customer experience. Regular training and tracking technological advancements enable us to constantly enhance our systems and processes.

### ***Customer Focus***

Understanding our customers' needs, meeting their expectations and ensuring their satisfaction are our top priorities. We highly value customer feedback and focus on constantly improving the customer experience and providing unique solutions.

### ***Communication with Customers***

We value communications with customers. Naturel Holding listens to customer feedback when developing management, product, and solution strategies. Our business development divisions assign an key account executive to each region to help grow the business of us. These regional executives serve as points of customer contact with Group companies, leading initiatives for improving communication with customers while working to build closer relationships between customers and regional executives.

### ***Customer Feedback***

We effectively handle customer feedback and complaints, effectively meet customer expectations and initiate necessary preventive actions.

### ***Protection of Privacy***

We're acting upon the customer feedback/queries and grievances in a timely, transparent, objective and fair manner while maintaining complete confidentiality.

## 3.1 Reviewing of Policy

We review this Policy with Corporate Governance Committee once a year, evaluate its effectiveness and make necessary improvements.